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COIN MACHINE INDUSTRY

AUTOMATIC WORLD

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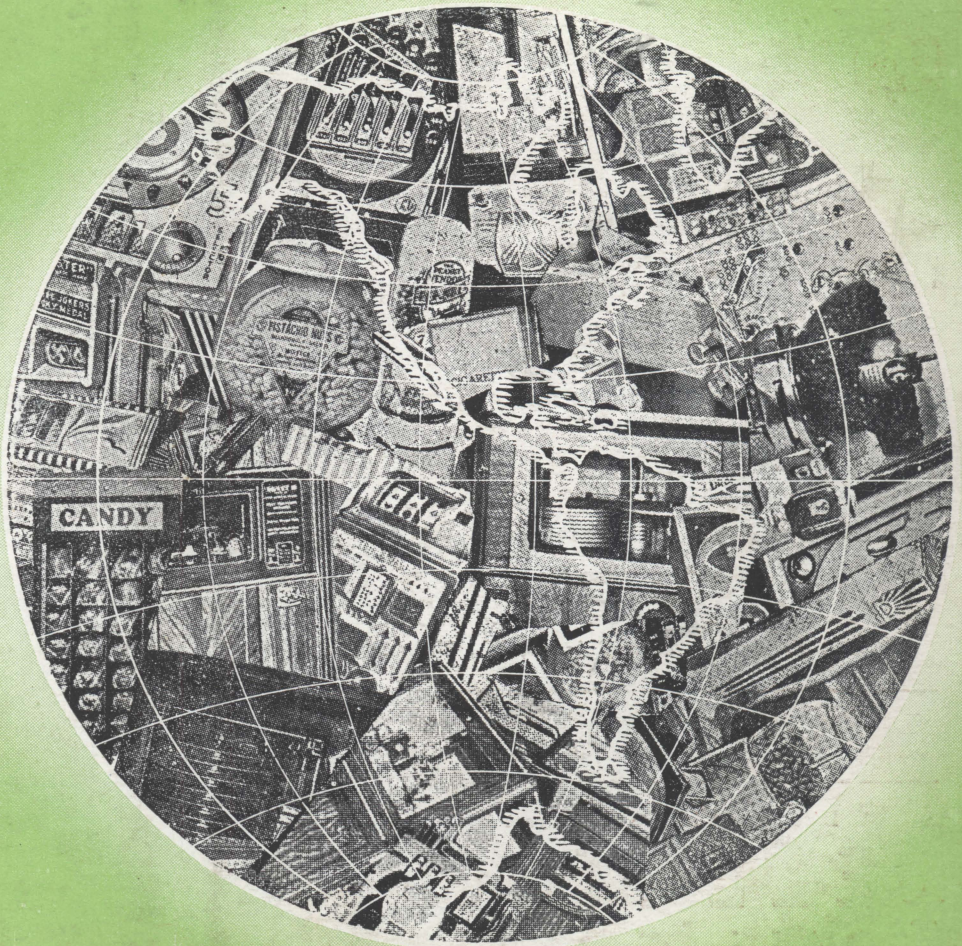
By Veteran Operator

● CASTING EYES ON NADA

● LOUISIANA NEWS ITEMS

● OKLAHOMA NEWS

● 100 OTHER FEATURES



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The whole world is yelling....for

Major Series

★ ROCK-OLA'S NEW BASEBALL GAME
FOR EVERY COUNTER!



This is the real thing!

All the thrills, suspense, and action of baseball—for the counter! Everything you get in a big expensive table. In MAJOR SERIES—you get all this appeal and sure earning power at the lowest price in history! You get it in a convenient size. And you get it with a simple, purely mechanical mechanism!

Every location you know will demand MAJOR SERIES. And, at the exceptionally low price, you can place MAJOR SERIES on every counter in your territory!

Get started at once. Shoot in your order to your Rockola Distributor immediately!

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ROCK-OLA MFG. CORPORATION
800-876 N. Kedzie Ave., Chicago, Ill., U.S.A.

1 or 100 \$17⁵⁰

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BALL CO., Inc.

Main Office—1200 Camp Street
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Fort Worth, Texas
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Going right along...

**MAKING FRIENDS...
MAKING**

PROFITS!



DITTO is the only 10-ball table with the fast play of a 5-ball! It's the only table that gives the player 10 numbers to shoot for--different with every play--and 1000 ways to win! What's more, DITTO is the only table with a mechanism so clean and simple that service calls are absolutely unnecessary! And right today DITTO is going along, making friends, and making big, steady profits in every territory! Put out 10 or 20 DITTOS now and see for yourself why it is "America's best 10-ball table!"

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DITTO

America's Best 10 Ball Table!

\$44.50





Springtime

IS SCALE TIME!



NOW is the time to put out Scales. Scale collections are at their peak. You could pick no better time to start a route of scales, or expand your present route.

And when you're buying scales, you naturally want the best value there is. You want the most attractive scale on the market. The most convenient scale. The one that stands up the best and operates the most efficiently. You want the LoBoy—America's best scale value!

Check these LoBoy features. See why the most experienced scale men in the country will buy nothing else:

- Size 44 inches high, 10 inches wide. Platform is 10 in. by 18½ in.
- Cast iron column and base.
- Triple coated with non-scratching genuine porcelain enamel.
- Spring-less platform.
- Clog-proof coin chute with basket style trip.
- 3 colors—Green, White and Blue.
- Assembled by specialized Scale craftsmen.
- 5 year written guarantee.

Order your sample LoBoy today. Let it prove to you—right on your route—that it is America's best scale value!

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\$39⁵⁰

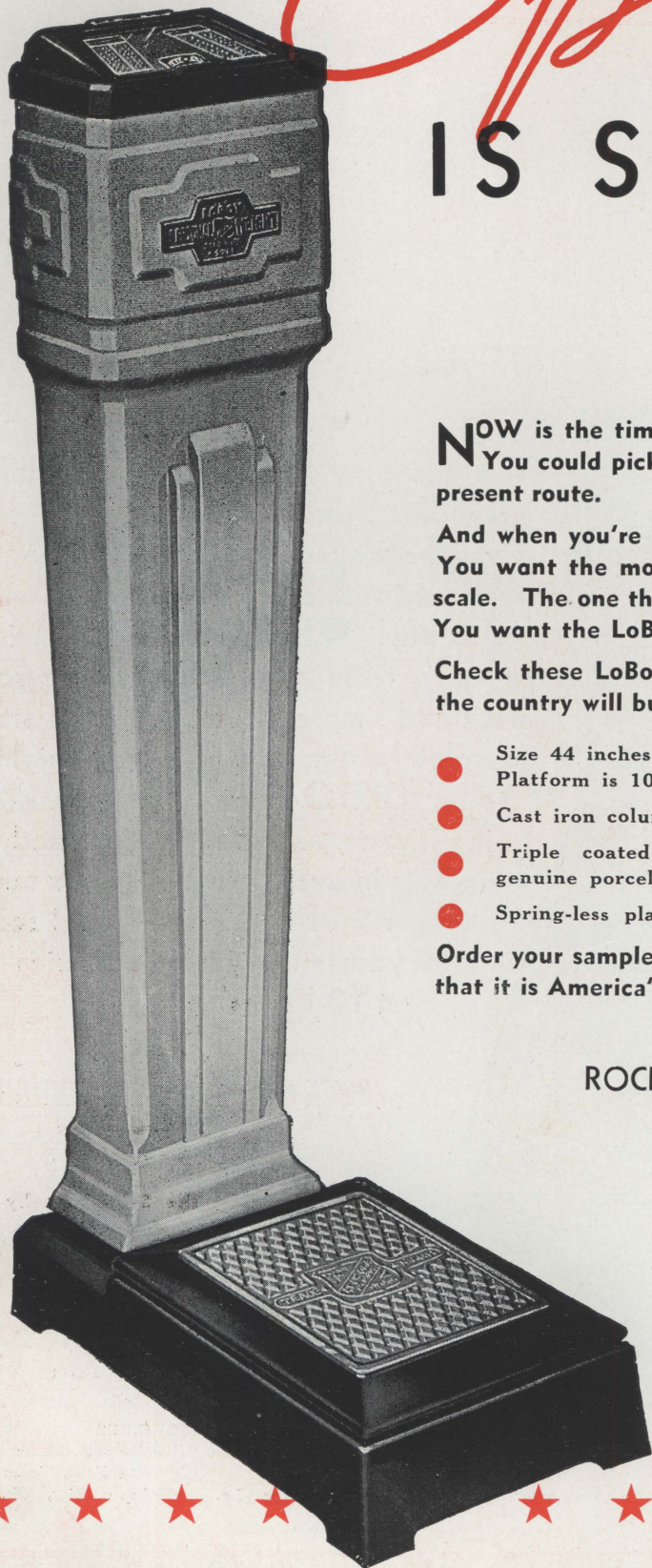
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San Antonio, Texas
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 Oklahoma City, Oklahoma



RELIANCE

PAYOUT DICE GAME

RELIANCE earned profit first week. —
J., Ohio.

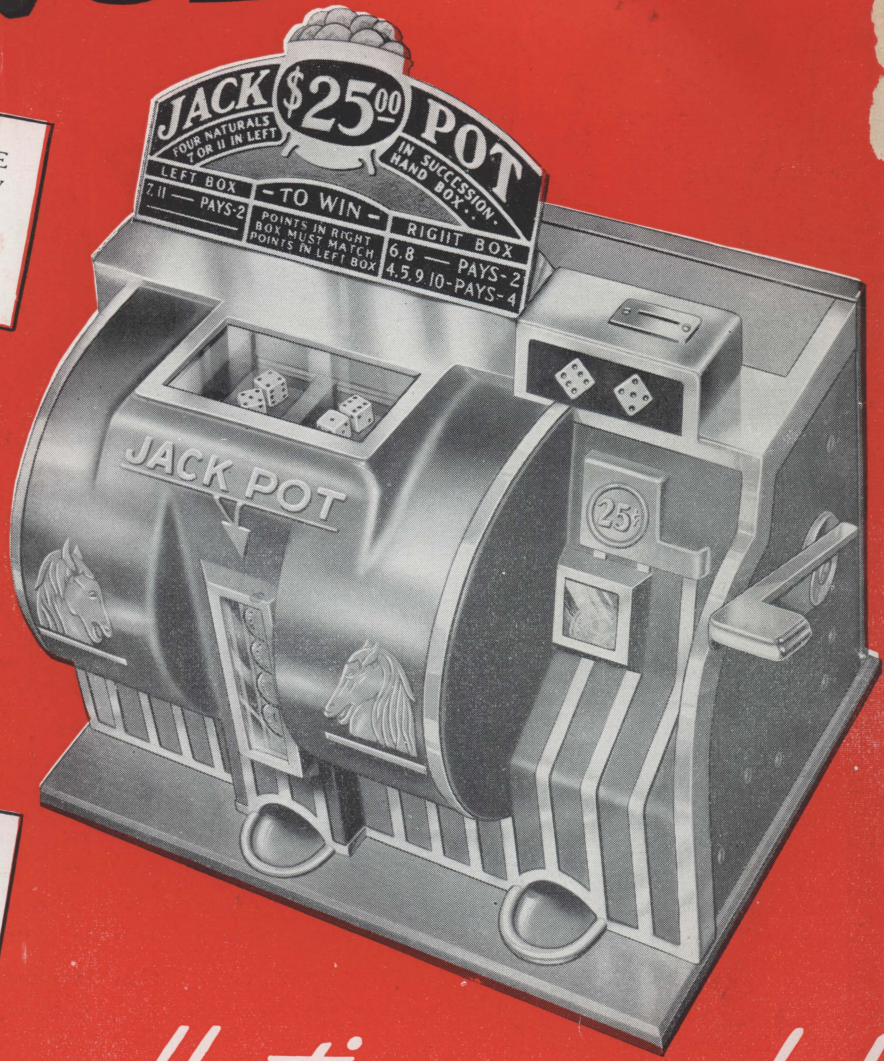
"Have ten RELIANCE now, nickel play, and they each average \$40 weekly net. Ship 5 more nickels this week. Will probably order quarter play next week." —W.B., Texas.

"RELIANCE" got \$12.00 play first hour on location. Now averaging \$35 daily." —C.M.N., Texas.

"Have been splitting \$35 profit with location every day for past 6 weeks. RELIANCE is the berries!" —D.F.K., Ohio.

"Gross play on RELIANCE in one spot is \$200 daily. Pays out \$145, leaving nice profit every day. This is higher than average, but shows what the game will do." —J.C., Illinois.

"Weekly profit of \$210 is RELIANCE record so far. Have another spot where I expect to beat that. Express another Nickel play today." —L.C.T., Montana.



Still smashing collection records!

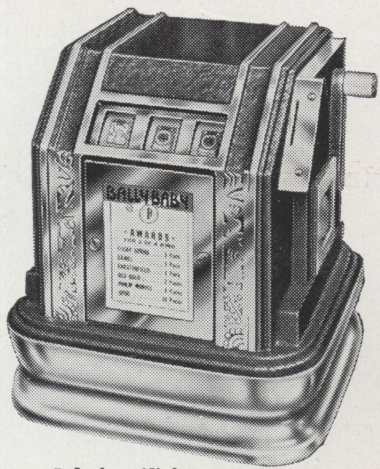
TRIPLE YOUR DIVIDENDS with BALLY BABY

The World's SMALLEST COUNTER GAME!

Only 7 INCHES HIGH—but packed with 7 inches of the most POWERFUL PLAYER APPEAL ever seen! And fits in the most crowded counter on your route. It's really 3 games for the price of 1 —PENNY CIGARETTE GAME or 5-10-25 CENT TRADE STIMULATOR or NUMBER GAME with 400 to 1 PAYOUT on Treasury Balance Numbers. Change reels and coin-chute caps in 5 minutes—and get months of good steady profit any way you operate it! Somebody's going to flood your territory with BALLY BABY—why not you?

ONLY
\$17⁵⁰

COMPLETE with Interchangeable Reels, Award Cards and Coin-Chute Caps.
F.O.B. CHICAGO



7 Inches High
6 in. by 5 in.

"So real you can almost feel the dice rattle in your fist!" That's what they're saying about RELIANCE—the "automatic ivories." Player wins on 7 or 11, loses on 2, 3 or 12—or, on any other number, gets FREE PLAYS 'till he "makes his point" or loses on a 7. \$25.00 GOLD AWARD for 4 "naturals" in a row! Join these operators in the biggest profits in history—order today while there are spots still open!

QUARTER MODEL **\$124⁵⁰** NICKEL MODEL **\$119⁵⁰**

ONE-THIRD WITH ORDER
Balance C.O.D.-F.O.B.
CHICAGO



BALLY MFG. CO.

2640 BELMONT AVE., CHICAGO, ILL.

NO PLUNGER! THEY BAT THE BALL
THEMSELVES!

AND IF THEY

SOCKIT

**INTO A
WINNING POCKET-**

**—SOCKIT AUTOMATICALLY
PAYS OUT!**

THE ONE BALL IS AUTO-
MATICALLY PITCHED UNTIL
THE PLAYER HITS IT! . . .

If the ball is batted into Sac-
rifice, Single, Double, Triple or
Homer, Western's New, Fast
Positive Payout Unit automati-
cally rewards the player with
from 2 to 30 coins

LARGE DELUXE CABINET
22 in. x 48 in.

WE ARE SHIPPING 'EM BY THE CARLOAD

\$99⁵⁰

Check Separator
\$5 Additional



WESTERN EQUIPMENT & SUPPLY CO

925 WEST NORTH AVENUE

★

CHICAGO, ILLINOIS



AUTOMATIC PAYOUT

ONE SHOT --- 5 Balls

Up to 7 Coins

PLAYED SIMULTANEOUSLY

Changing Odds

Up to 40-1



Lift Out
Playing Field
for Easy
Servicing



\$127⁵⁰

ELECTROPAK

Included as Standard Equipment

TICKET UNIT \$10

INSURED

Against Fire and
Theft—at Stoner's
Expense!



Overall Size
24"x48"

STONER

CORPORATION

Aurora, Illinois



Symphonola "F"
SUPER DELUXE

3 Super Dynamic Speakers—9 Tube High Fidelity Amplification — Designed to take Microphone Attachment with Extra Speaker for Public Address Systems — Orchestral — Vocal, etc. All Metal Chrome Finished Grille. 12 Record Selectivity.

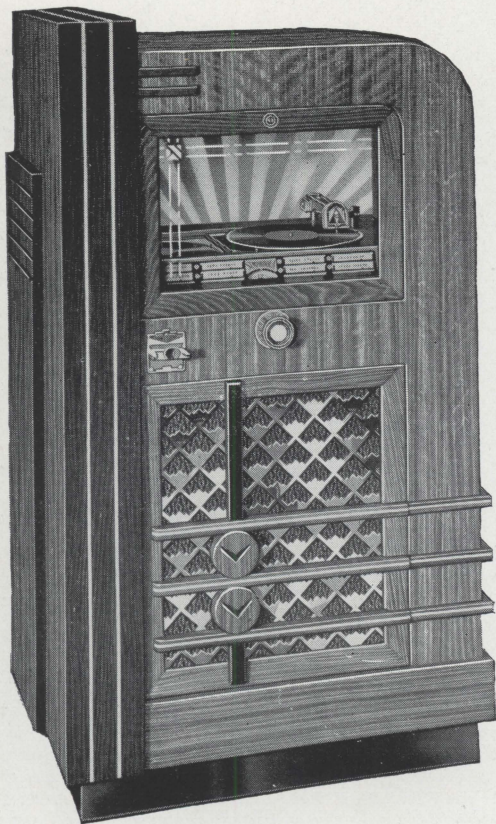
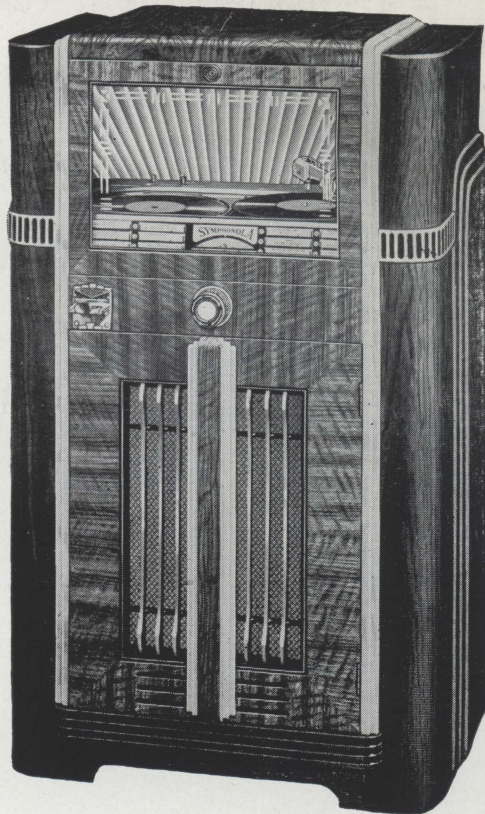
Seeburg
HIGH FIDELITY
SYM

J. P. SEEBURG CORPORATION • 1510 DAYTON STREET
CHICAGO, ILLINOIS

THEY PAY TO PLAY *when it's a* HIGH FIDELITY SYMPHONOLA

Symphonola Model "A"

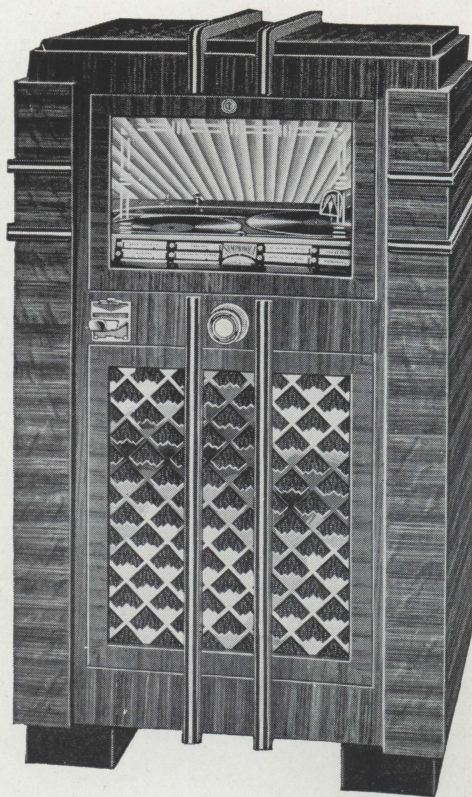
5 Tube High Fidelity Amplification
... Super Dynamic Speaker. All
Metal Chrome Finished Grille. 12
Record Selectivity.



Symphonola "C" & "D" MODERNISTIC

Model "C"—Standard Equip-
ment ... 5 Tube High Fidel-
ity Amplification ... Super
Dynamic Speaker. 12 Record
Selectivity.

Model "D"—Deluxe ... 7
Tube High Fidelity Amplifi-
cation ... 2 Super Dynamic
Speakers. 12 Record Selec-
tivity.



Symphonola Model "B"

5 Tube High Fidelity Amplification ...
Super Dynamic Speaker. All Metal
Chrome Finished Grille. 12 Record Se-
lectivity.

PHONOLAS

Southern SEEBURG Representative

ELECTRO BALL COMPANY, Inc. Main Office: 1200 CAMP STREET, DALLAS, TEXAS

Oklahoma City, Okla.
N. W. Ninth St.

Waco, Texas
125 S. Seventh St.

New Orleans, La.
517 Canal St.

Fort Worth, Texas
1018 Jennings Ave.

San Antonio, Texas
428 Main Ave.

Wichita Falls, Texas
804 Tenth St.

THE SEEBURG FRANCHISE IS MORE VALUABLE

IT'S A WONDER
SOMEONE DIDN'T
THINK of it BEFORE

A NEW 3 BALL PAYOUT GAME WITH
THE 3 REEL BELL FRUIT APPEAL



\$89.50

REWARD CARDS FROM TWO OF THE STEADIEST
MONEY MAKERS IN COIN MACHINE HISTORY

The Old
Three Reeler

The
New 3-Ball
Captain Kidd

Note the similarity between the
award card of the old 3-reeler
and the new 3-ball Captain Kidd.

They have in com-
mon long life, sta-
bility, accurate per-

centage, generous
payoff and great
player appeal.

Three Game Awards!	
3 = 2	3 = 2
4 = 4	4 = 4
5 = 6	5 = 6
6 = 10	6 = 10
7 = 16	7 = 16
8 = 20	8 = 20

300 GAMES ON TEST LOCA-
TIONS IN 3 STATES OVER A
PERIOD OF 8 WEEKS MADE
BY OPERATORS UNDER
VARYING CONDITIONS--

PROVE

BEYOND A DOUBT THAT--
CAPTAIN KIDD is not a flash, but a
steady long time money maker.

CAPTAIN KIDD has all the proven ap-
peal of a three reel bell fruit machine.

CAPTAIN KIDD will carve a niche in
coin machine history comparable only to the old
three reeler. It will make money today, tomor-
row and next year. Yes, and even the year after.
CAPTAIN KIDD has demonstrated its ability to
increase its play week after week. On practically
every location, the eighth weeks "take" was far
greater than the first, second or third. The three
balls make for a natural percentage control. Re-
wards can be more liberal. The players do not
tire, they get their money's worth every game.

Operate a 3 ball payout because--

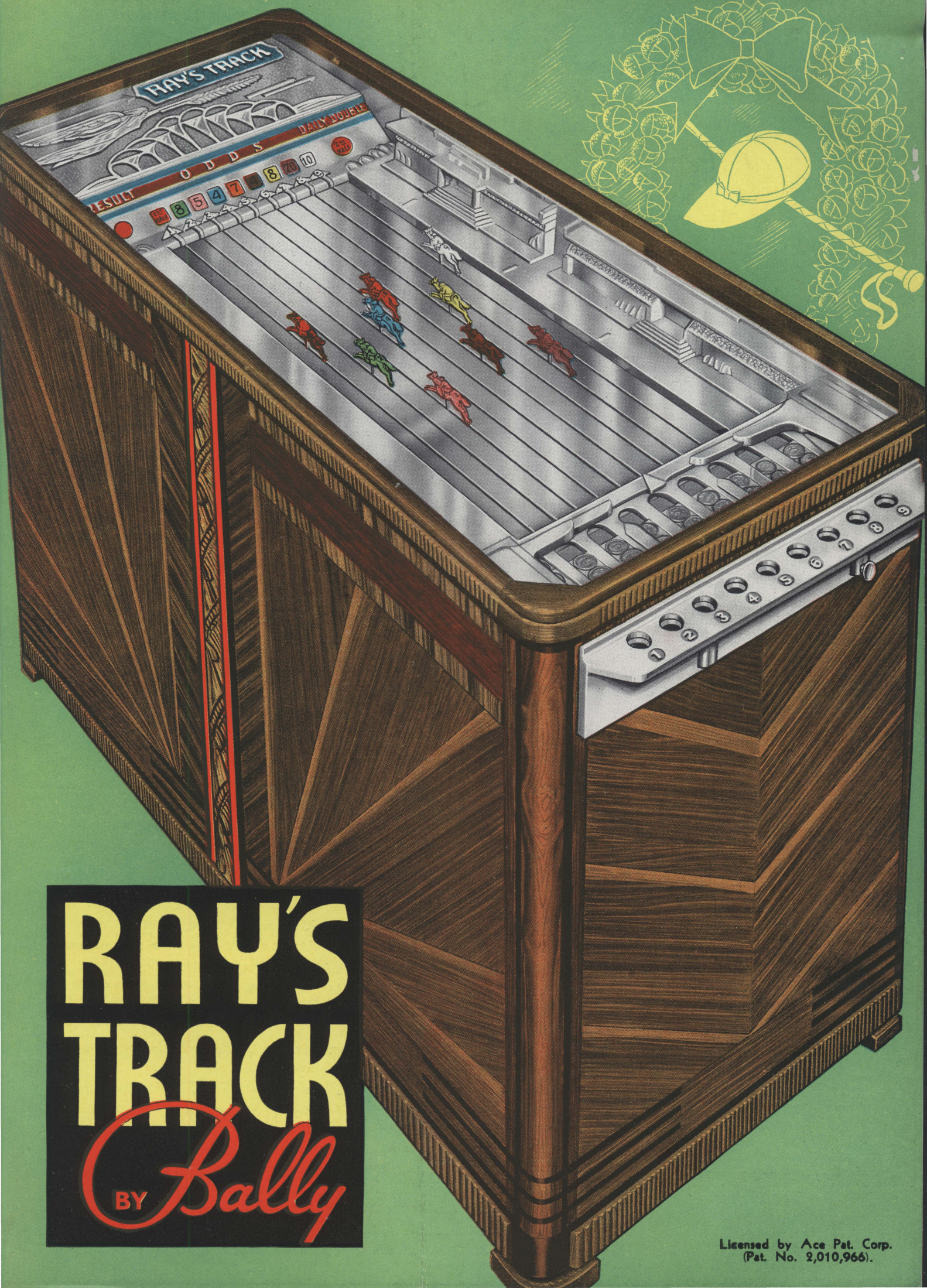
More skill . . . More "almost" wins . . . More
amusement . . . More liberal awards . . . LESS
LEGAL DIFFICULTIES.

**FOR BETTER-LONGER-STEADIER
PROFITS Order CAPTAIN KIDD NOW!**

A·B·T

Manufacturing Company

3311-19 CARROLL AVENUE • CHICAGO, ILLINOIS

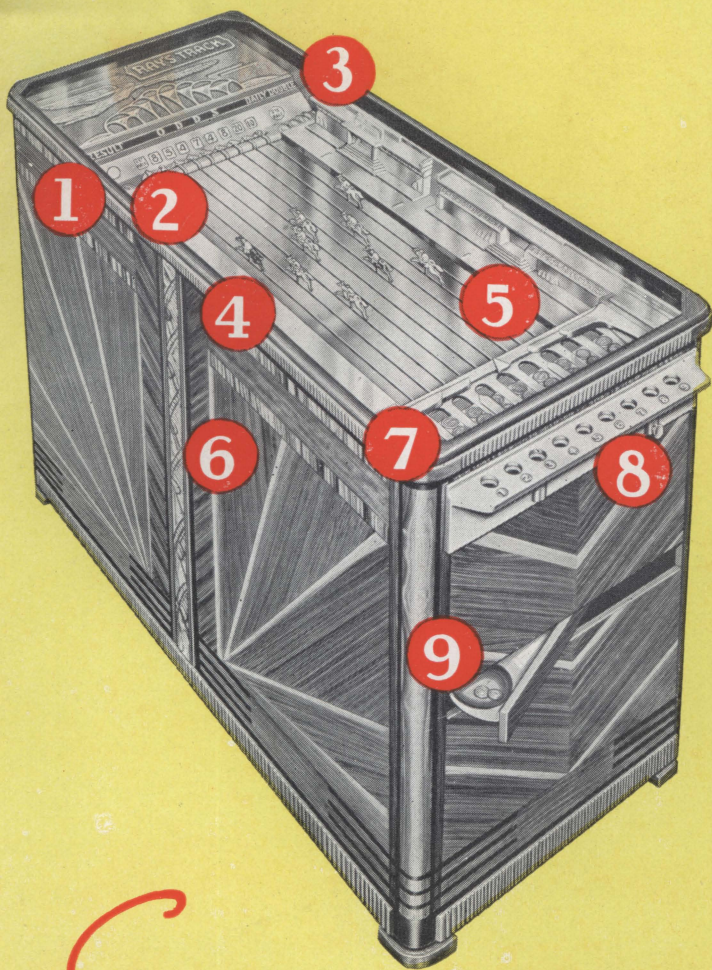


RAY'S TRACK

BY

Bally

Licensed by Ace Pat. Corp.
(Pat. No. 2,010,966).



Exclusive FEATURES

1. POSITIVE RESULT INDICATOR
2. LIGHT-UP ODDS INDICATOR
3. DAILY DOUBLE EXTRA AWARDS
4. NINE HORSES; GREATER EARNINGS
5. ILLUMINATED TRACK
6. MATCHED WALNUT PANELS
7. FULLY VISIBLE COIN SLIDES
8. MOTOR-DRIVEN COIN MECHANISM
9. CONVENIENT PAYOUT DRAWER

RAY

THE *Perfected* RAY

QUIET • T

ENGINEERED and built under the personal supervision of Ray Moloney, president of Bally Manufacturing Company, creators of the world's most successful payout pin games . . . RAY'S TRACK has already won the unqualified endorsement of leading operators who say: "The mechanical perfection of RAY'S TRACK, its greater earning power, its quiet, smooth performance, realistic racing atmosphere and smart buffet beauty combine to make it the foremost race-game on the market."

SIMPLE MECHANISM

The new-type simplified RAY'S TRACK mechanism eliminates "race game grief," does not require specially trained mechanics, and **ends the nuisance of frequent parts replacements.** Entire mechanism is compactly housed in a space extending only a few inches below the level of the track. SEE ILLUSTRATION ON BACK PAGE OF CIRCULAR.

STURDY CONSTRUCTION

Touchy mechanical movements are eliminated in favor of the precision action of electric devices. **No parts are subjected to shock or excessive wear,** and the machine is constructed throughout to insure years of continuous profitable performance with only routine attention.

SMOOTH, QUIET PERFORMANCE

The mechanical perfection of RAY'S TRACK is particularly obvious in the graceful gait of the horses and the quiet operation of the machine. Horses do not "stumble" and jerk, but glide effortlessly forward . . . passing and re-passing each other, holding suspension right up to the finish-line, creating an illusion of life and power without a suggestion of stiff mechanical contrivances. There is **no parts wracking vibration,** no nerve-wracking roar, but only low pleasing purr . . . a feature which strongly recommends RAY'S TRACK to every location-owner.

RAY'S TRACK

GAME WITH **30%** GREATER EARNING POWER

DOUBLE-PROOF • CHEAT-PROOF

CHEAT PROOF

No book-keeping possible! No "run-away" or favorite horses! No chance of a tie! These three statements, based on thousands of actual races, sum up the cheat-proof, system-proof reliability of RAY'S TRACK . . . reliability that protects the operator, insures fair and square races, and holds the good will of the public.

PROVEN PAYOUT

Payout mechanism is the famous Rocket unit, proven mechanically right by constant use on thousands of machines.

HIGH EARNING POWER

Consational collection figures are not required to convince experienced operators that RAY'S TRACK will produce consistently large profits. The popularity of race-games is too well known to need proof and the many exclusive play-getting features of RAY'S TRACK insure far greater earnings than previously possible with any race-me.

Use of 9 horses, not only **increases the earning capacity by most 30 per cent**, but also stimulates play by permitting a degree of liberality never before practical. Earnings are also increased by means of the many player-conveniences described below.

ELECTRIC COIN MECHANISM

Instead of struggling with a stiff, unhandy lever to start the race, simply deposit coin and touch a small push-button!

FULLY-VISIBLE COIN CHUTE

Shows last 3 coins played on each horse and enables players to tell at a glance if all horses are "covered" . . . a feature which eliminates confusion and speeds up play.

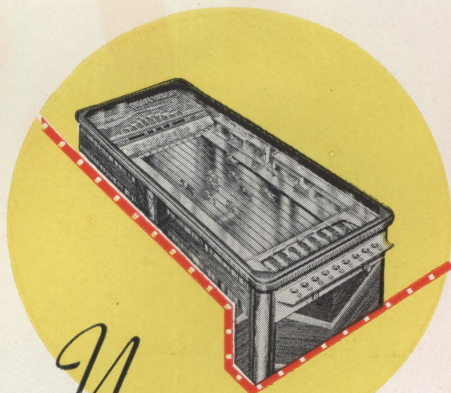
POSITIVE RESULT INDICATOR

A simple, sure device, neat in appearance and accurate in operation, eliminates confusion and delay, as only one number . . . that of the winning horse . . . appears in the window.

LIGHT-UP ODDS INDICATOR

Odds are directly in line with each horse . . . a feature which greatly increases the thrill and suspense, as players can read the odds without taking their eyes off the track. Odds flash up in big black numbers against illuminated background in nine different colors . . . constantly attracting attention to the machine.

THE ONLY RACE GAME WITH
DAILY DOUBLE
EXTRA AWARD FEATURE
SEE BACK PAGE OF CIRCULAR



No mechanism
BELOW THE RED LINE

DAILY DOUBLE BOOSTS ODDS TO 50 TO 1

Regular Odds from 2 to 1 to 20 to 1

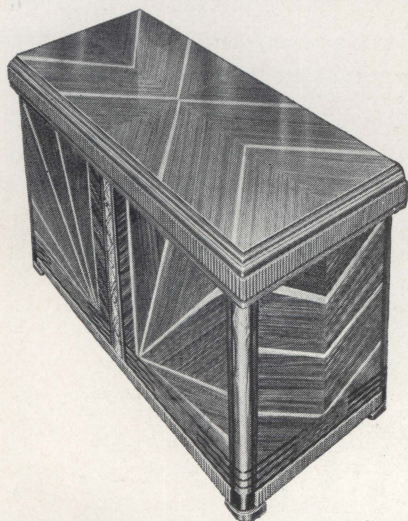
Without question the RAY'S TRACK Daily Double feature is the strongest play-stimulator in all amusement-game history . . . for it gives the player an opportunity to win a surprise jack-pot of 50 to 1, instead of the listed odds, which range from 2 to 1 up to 20 to 1.

Here's How It Works

In addition to odds numbers, the words "1st HALF" are scattered on the odds-indicator reel, and at unexpected intervals "1st HALF" may appear as the "odds" on any one of the nine horses. If "1st HALF" shows up as "odds" on a winning horse . . . and the words "2nd HALF" are also flashed in the Daily Double indicator . . . 50 tokens tinkle out into the hands of the overjoyed player! If "2nd HALF" does not appear, the words "1st HALF" in front of a winning horse represent "odds" of 12 to 1.

Excitement rises to fever pitch whenever "1st HALF" spins into view . . . and players grow tense with suspense as they watch the Daily Double window. And if the indicator stops at "2nd HALF" . . . you can't blame the crowd for letting out a real race-track cheer!

The Daily Double feature will pour hundreds of extra dollars a week into your RAY'S TRACK cash-box . . . because players can't resist the lure of that big more-than-double 50 to 1 winner!



BUFFET TOP

Machine may be equipped with a flat top of richly grained walnut, which can be locked in place when desired, transforming the machine into a smart buffet or bar. This is extra equipment.

NEW SMART BEAUTY

RAY'S TRACK is, beyond question, the most beautiful coin machine ever created. The new buffet-style cabinet eliminates awkward legs and lends massive dignity to the machine. Cabinet is constructed of matched walnut panels.

Horses are perfect miniature thoroughbreds in full gallop. Entire track is brightly illuminated and the effect so true to life in every detail you can imagine yourself in an airplane, looking down on a real race track!

Increase your profits and eliminate excessive service costs by installing RAY'S TRACK in your present racetrack spots. And get additional big-play locations with this beautiful, smooth-running machine. The field has hardly been touched and countless locations are waiting for RAY'S TRACK today. They'll be your locations if you act at once to tie them up. Don't delay. Wire for Prices now!

BALLY MANUFACTURING CO.

2640 BELMONT AVE.

CHICAGO, ILL.

AUTOMATIC WORLD

PHONE 2-1445
P. O. BOX 765

A NATIONAL TRADE JOURNAL
SERVING THE COIN-CONTROLLED DEVICE INDUSTRY
120 ST. LOUIS AVENUE
FORT WORTH, TEXAS

Importance of The Collection Record » »

THE obvious advantages to an operator in using a collection book in making the rounds of his locations are so numerous, that it is surprising to realize that only a few years ago a number of operators were keeping no individual records whatever.

In making our survey of forms used and the usual practices prevailing in the industry, we were amazed to note the percentage of individual operators that were virtually keeping their records "in their hats." The larger operators, especially those employing agents or collectors, in most cases used some type of collection records for their own protection. In those days many operators preferred not to use any records for personal reasons. Today, however, those reasons are being eliminated and a more businesslike and ethical viewpoint is noticeable with every branch of coin operated machines.

We quickly concluded from our survey that there was a pressing need for a large quantity of books if we could produce them at a low, attractive price and make them easily available. We studied the various forms used in connection with the different types of machines and developed a series of practical collection books that have since become exceptionally popular. Among these are specially designed books for bells, diggers, pin games, and our latest—which is particularly adapted to the needs of the trade—phonograph collection books.

Some of the more important uses and advantages that operators have reported in connection with the use of collection books:

**By Charles C. Fleischmann,
Baltimore Salesbook Company**

1. A duplicate written record should be made of any transaction involving money. It is more businesslike, creates confidence, and avoids disputes.

2. The book serves as a permanent record, for future reference.

3. If the owner is not present when collecting, waiting is unnecessary; merely leave a duplicate with an employee or authorized assistant.

4. Here is an easy way to keep records for income tax, sales tax and other tax information for the location owner and the operator.

5. Comparative earnings and cost of maintenance of machines should be checked over so that the necessary adjustments can be made. Also, a comparison of earnings of the same machines in different localities as well as locations can be made.

6. Actual figures are available to compare monthly business volume and earnings with the same month of the previous year.

7. It is important to watch collection receipts closely. Often a location is unprofitable and is getting too large a proportion of the profits. Use the books to prove the facts in order to make a more equitable arrangement!

8. The use of collection books is a real help to associations trying to maintain fair operating standards.

9. The general use of collection books will build confidence and prestige for the entire industry.

The collection record is an integral part of any system used in operating amusement or merchandise

vending machines. No matter how elaborate your accounting records may be, the backbone of your figures are a properly designed collection book. Some operators require individual needs due to existing conditions and circumstances in their territories or necessary information. A number of jobbers have written me of the most satisfactory reaction from operators in their territories which show that operators today are collection book minded.

A great many false statements have been circulated to the public, especially regarding exaggerated earnings. Other claims have been made charging illegitimate and unfair methods; and surely it is only by intelligent, businesslike tactics and the definite proof that only written records can give, that eventually the coin machine industry will eradicate any such suspicions. A great many jobbers have advertised these books as a supply item in their house organs and magazine advertising to join in sponsoring their use. Associations, too, have done their bit in creating interest among their members. The entire industry is conscious of this most beneficial improvement and useful practice.

For the last three years I have taken a keen interest in the automatic coin machine business. I have followed its growth and development, met a great many jobbers and operators personally and realized that the industry, as a whole, deserved recognition as a legitimate, thriving industry. Our company was therefore ideally fitted to work with the industry whole-heartedly, and I believe this close contact enabled us to pioneer many of the improvements we introduced.

Have You Ever Seen A Day Dream In Print

By Ray Becker,

Sales Manager, J. H. Keeney
& Company, Inc.

I am going to put myself, for just a few moments, at the head of the firm of Becker, Becker & Becker, Inc.

The concern, as you know, are nationally known specialists in advertising and industrial propaganda; having handled such successful campaigns as the popularization of cigarettes, the repeal of prohibition, and other similar propaganda projects.

And while in the president's chair of that great organization, I am going to dream on and imagine that a committee of men from the pin game industry is calling on me.

That I am dreaming is evidenced by the fact that the spokesman of

that committee has just said, "Becker, here is an advance retainer fee of \$10,000. We want you to tell us what the pin game industry ought to do in combatting this more and more restrictive legislation which is being passed concerning the operation of pin games."

"Also to offset the vast amount of unjustified and injurious publicity which is being printed and circularized, and is so largely responsible for these prohibitive rulings and regulations."

That this is a dream is not so much indicated by the mention of an advance fee of \$10,000, but more because the pin game industry is at last unitedly doing something in regard to this increasingly serious situation.

So far, the situation has met with but a rather half-hearted discussion of the matter by a group of indi-

viduals representing only one-third of the industry, and then only representing separate branches of the industry.

At such discussions or meetings, some member suggests that he knows somebody who knows somebody else, and he'll get this somebody to write or see that somebody and maybe that would help. And the meeting adjourns, and more and more bills and ordinances are passed and all as malignant as the rest of such acts to date.

Or, someone knows some lawyer who would and could represent the interests of the pin game business, and if the industry will advance \$5,000 said lawyer would "go to bat" for pin games and secure the rights which such games have a right to enjoy. And that would be that—the pin game industry not only is out the \$5,000, but invariably also Out of Luck, as well.

Never once has the industry, as a group, gone to the people—after all, and when all is said and done, the most influential intermediary in securing the wanted and justified rights for any such issue in question.

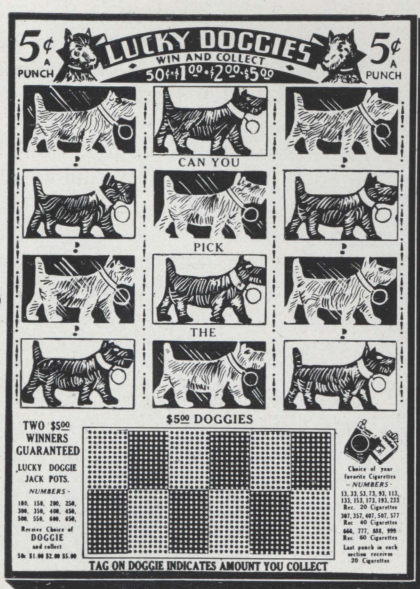
That is why this head of the imaginary firm of Becker, Becker & Becker, Inc., wishes to go on record as claiming that had all those funds which the industry has advanced been spent for concerted and intelligently conceived propaganda to the people, then pin games would be a socially accepted and commercially recognized branch of American business today.

Where did the cigarette people go to in the popularization of the products of their manufacture? They went to the people.

Did the brewery interests go to "fee in advance" lawyers insecuring wanted rights for their industry?

PIN GAME and SALES BOARD OPERATORS! HOT DOG! HOT PROFITS!

LUCKY DOGGIES! WHAT A DEAL! THE SEASON'S BIG
PROFIT GETTER—COSTS \$3.50—PRODUCES \$36.25 PROFIT



Size 11 $\frac{1}{4}$ x16 in.

There are 12 unbreakable Novelty puppies sealed behind visible windows. Each puppy has a tag, ranging from 50c to \$5.00. Player after hitting a winner has the choice of any puppy—if lucky, he may get the \$5.00 one.

Be the first one in your territory to offer this "HOT NUMBER" to your trade—if you are a PIN GAME operator place a board wherever you have a machine and increase your income.

1200 5c Sales:

Take In . . . \$60.00
Payout . . . \$23.75

PROFIT . . . \$36.25

44 Winners—12 dogs pay out \$17.00 as follows: two \$5.00, one \$2.00, one \$1.00, and eight 50c, plus 45 Packs of Cigarettes.

TERMS: Cash with order or deposit of 25% of amount of order and balance C.O.D.

"We Do Not Solicit Business Direct From Locations"

CHARRIS SPECIALTY CO.

179 W. Washington St.

Dept. C

Chicago, Ill.

ATTENTION PHONOGRAPH OPERATORS

We Now Have

DURAPPOINT NEEDLES

In Stock Ready for Immediate
Delivery

OPERATORS and JOBBERS!
Write for Quantity Prices

Birmingham Vending Co.
2117 Third Ave., N.—Phone 3-2327
BIRMINGHAM, ALA.

They did not—they went to the people.

And the same for the moving picture producers in getting out from under the tighter yoke which crackpot censorship was fastening on film productions. The moving picture industry went to the people.

Thus, this organization of specialists in advertising and industrial propaganda drafts and submits a plan designed to solicit and secure the good will and moral support of the American people in the interest of pin and other coin games.

This goodwill and support to be acquired by educating the American public to a greater appreciation of the important place pin games occupy in the American business structure today, as well as the economic value of such games in this age of a diversion-seeking attitude upon the part of the American people.

And equally vital as any of the above factors, the plan is also conceived to point out that judging from their tremendous popularity and play, Americans evidently accept pin games as a welcome and harmless form of diversion which, if the foregoing is manifestly the case, the American people have every right to enjoy.

The Plan—Financing

The first step in the formulation of any plan for a concerted, organized and purposeful campaign to accomplish certain objectives is the method of financing such undertakings and activities.

Therefore, the Becker organization submits the following as its advocated plan of financing this propaganda campaign as proposed by them:

(1) The issuance of stickers or stamps by a central campaign committee, to be sold to manufacturer-members to the campaign at 50c the label or sticker, and one of these labels to be visibly attached to every game of said manufacturer's sale.

(2) A separate label, and individual to each state, to be issued by the central committee and sold to member-distributors and member-jobbers of each state, for such concerns to also visibly attach to every game of their sale. These state

campaign stamps to be sold to such distributors and jobbers at 50c the label, with half of that sum (25c) paid by the operator at the time of his purchase of the game.

Both of the labels to be attached to games by the manufacturer and the state stamps to be featured in the advertising copy, and encouraging the public's playing only games so labeled.

Taking an index figure of 2,500 pin and coin games manufactured and sold each week (this is a very conservative figure, indeed), this method of financing would provide some \$10,000 the month, or over \$125,000 the year. It would also mean that all branches of the industry would be participating therein.

Contributions might also be secured from material and supply houses selling to coin game manufacturers, and who should be as vitally concerned with the preservation and perpetuation of the business as are the manufacturers, distributors and operators themselves.

The apportioned expenditure of the fund so raised would be: That sum or fund secured from the coin game manufacturer's division to be spent for general or nation-wide propaganda undertakings.

That sum or fund derived from distributors and jobbers through the sale of individual state labels to such concerns would be expended for propaganda work within that state, and in accordance with the sum accruing from each such section.

Organization Structure

It is suggested that the organization of a central committee or board of campaign directors be composed of four members from the manufacturers' division, four members from the distributors' and jobbers' ranks (East, Central, South and West), and four from the operators' ranks (East, Central, South and West).

Also a chairman of the committee (or board) as a managing director

of the campaign with separate and centrally located offices for the purpose.

Further, each set of four central committeemen would work with members of their respective division:

(1) The four from the manufacturers' division working with the heads and members of that group;

(2) The set of four central committeemen with the distributors and jobbers' division would work in conjunction with a state committeeman from each state (possibly, in some cases the central committeeman also be a state chairman from his state);

(3) The set of four central committeemen from the operators' division would work with a body of state chairmen (one from each state) elected to the position by the operators of each state.

This would give a central committee (or board) of twelve members and would represent a cross-section of all divisions of the industry, as well as each section of the country.

Mediums

As to the selection of mediums or channels for propaganda activities, it is suggested that the following be employed:

(1) "Hand out" or "give away" material or pamphlets for the locations to distribute among their pin game-playing patrons, and such matter to educate this patron-public to an appreciation of pin games from both their economic as well as "form - of - diversion" standpoints. Likewise, store display material of an educational nature and in the way of wall signs, counter cards, etc. Also matrixes or proofs of articles for locations (who are in many cases themselves advertisers in local newspapers) to provide to the

(Continued on Page 20)

BROOKLYN, N. Y.

Supreme Vending Co.

557 Rogers Avenue

Coin Machines and Supplies

Get on our list for all information on New Machines

THE PENNY KING BALL GUM VENDOR

A REAL
MONEY MAKER
Distributors for
Texas, Oklahoma, New Mexico,
Louisiana and
Arkansas

FOLSOM & BROWN

2702-04 Ross Avenue
DALLAS, TEXAS

The Penny King System

C. RAY LASTER, Manager
12394 Roselawn Ave., Detroit, Mich.



America's Most Practical Bulk Merchandiser



D. ROBBINS & CO., MFRS.
1141 DEKALB AVENUE,
BROOKLYN, — N. Y.

AUTOMATIC WORLD

120 St. Louis Avenue
FORT WORTH, TEXAS

AUTOMATIC WORLD PUBLISHING CO.

An independent, nationally circulated journal published monthly in the interest of the Vending Machine and Coin Operated Device Industry of America.

OSCAR J. BRANCH - - - - - Editor
AARON SMITH - - - - - Business Manager
(Miss) J. E. ECKERT - - - - - Assistant
W. C. DILLON—Chicago Representative—State 8971

Subscription Price:

One Year\$1.00
THREE Years\$2.00
Canada, One Year\$1.75

Advertising Rates Furnished Upon Request

The National Magazine of the Coin Machine Industry

MAKING THE PUBLIC YOUR FRIEND

In this issue of Automatic World we are printing two articles from widely different sources, pointing out what these writers consider a condition in the coin machine industry which stands in dire need of improvement. A striking coincidence to us is that one of the writers is a trade paper correspondent and the other a man identified with the coin machine industry; that we did not suggest not solicit the articles; and yet they both point out what they consider a vital need to successful coin machine operation.

Before discussing the articles or the subject with which they deal, selling coin machine operation to the public, let us repeat what we have said before and that is that Automatic World does not always endorse the sentiments expressed by writers in its columns. In fact, we often print articles which do not, at all, express our views. Automatic World is a trade publication serving a wide field with interests closely related and interwoven. Basically what is to the real interest of one group is to the interest of all, so that each one is, or should be, working for the common good of all. Assuming this to be true, we deem it the duty of a trade publication to allow the most open and free expression possible in its columns on subjects of general interest to the industry. In this way the members of an industry may discuss proposed methods for advancement and finally arrive at an intelligent solution.

With this repetition of our policy, we wish to heartily endorse the leading thought of both Mr. Becker and Mr. Fair that the coin machine industry needs more than anything else which it faces at this time to disarm the public of its antagonism. In other words, to sell the public on the use of the coin machine as a proper means of amusement or merchandising. Perhaps it would be more correct to say unsell the public on the idea that coin machines are gambling devices.

In his article Mr. Becker tells how organized publicity, properly directed, made cigarette smoking popular and how it helped bring about prohibition repeal. Here was breaking down real antagonism much akin to that which faces our industry. Publicity did the trick in both instances. An industry which did not have to break down antagonism, but which had the task of selling sentiment to the public is the florist business. Only a few years

ago people bought flowers only for funerals. After a few years of well directed publicity flowers are bought for all occasions. The same kind of publicity introduced you to grapefruit and caused you to eat more oranges and raisins and apples.

Well planned, intelligently directed and economically administered publicity would, in our opinion, go a long way toward cultivating a more friendly attitude toward coin machines and operators. We think we would be safe in going further and saying that a hundred thousand dollars spent in the right kind of publicity would bring far more relief than a like amount spent in litigation which stirs up more antagonism.

Of course, we do not believe that publicity even at its best would wholly protect the operators. Nor could they abandon their legal fights or appeals to the legislatures. But we do believe that if the publicity campaign should be launched conditions would improve as the years go by until these expenses would be less and less frequent.

But the job of organizing such a campaign as has been suggested and the difficulties to be overcome in financing it are almost staggering. It is useless to begin it to run only for a year or two years. Prejudice against coin machines did not develop in a year and it cannot be overcome so soon. The industries above referred to did not arrive the first year of their publicity campaigns. Some of them spent millions before results began to show, and they are still spending millions. But it pays.

As to the method of financing such a campaign, that would be a matter for the operators, distributors and manufacturers to decide, not one for the trade press. Our opinion is that the cost should not and could not be placed on the back of any single group. If it is well done, we believe that it will have to be done by the combined co-operation of all groups and by a large majority of each one of the groups. All would benefit in the results and all should in our opinion share in the expense.

It may be that there is nothing to the idea and that Automatic World is "all wet" in supposing it worth the space we have devoted to it. But we cannot shut our eyes to the need of a more friendly attitude on the part of the public, and if national publicity is not the way to foster this friendliness, write us your idea how it might be cultivated. If national publicity is the remedy, tell us how you would carry it on. Automatic World is open for your comments.

A HINT TO STATE ASSOCIATIONS

Many of the state associations of operators have already held their meetings for this year, but for those which have not and for others which may have to call special meetings to consider machine tax legislation or coin machine regulation, let Automatic World make one suggestion. In short, this suggestion is to take time when you do meet to go into the fullest discussion of the subject and work out something definite before you adjourn. All too often these state meetings come together with nothing definite for the members to consider. The result is that in a general discussion all who will express themselves at all give their views, no two of them alike. Then they adjourn and go home. No one could present their views to the legislature because they agreed on nothing.

Why not the president and directors appoint a legislative committee and have its members meet before the convention and work out a measure which would repre-

sent the needs of a majority of operators? Then when the convention meets present the measure and throw it open for discussion and amendments. Take two or three days if necessary, and give and take until a measure is developed which will fairly represent the best interests of the greatest number.

As an interested observer on the side lines, Automatic

World's humble opinion is that the big reason the coin machine business is getting socked so often by state lawmakers is that the operators themselves are seldom agreed on what they want and of course they couldn't expect their legislator to know. Are we correct? If so, the remedy is to study together your needs until you are agreed on how to protect them.

Further Observations by NADA

Now to answer a question that has been asked on several occasions recently, namely, the correct definition of a distributor and a jobber.

NADA, quite some time back, decided that a distributor is one who operates a distributing business in a given large territory, selling to jobbers and operators within its limits. The distributor is financially responsible, maintains a large organization, has an adequate display room, a complete service department, and carries a large stock of machines on hand to serve the entire territory.

Whereas, a jobber is defined as one operating a business in a more limited territory, within the limits assigned to the distributors from whom he purchases machines. The jobber sells directly to operators, maintains a show room, has a service department, and keeps sufficient stock on hand to supply the immediate needs of his territory.

The above should answer the question put to the Texas distributors who met in Houston the early part of April.

That the coin machine industry is going ahead, rather than backward, is evidenced by the many removals to larger quarters on the part of distributors and jobbers. Jack Fitzgibbons' new place was built for the future, with ample space for carrying huge stocks, plenty of parking space for customers, and a large service department. Carl Trippe's new location is ideally located, being close to the shipping terminals and downtown St. Louis, as well as being large enough for future expansion of the business. Confidence is one thing that helps to build a sound, permanent business and this is evidenced on all sides in the coin machine industry.

Meyer Marcus (Markepp of Cleveland) spent three hectic, busy days in Chicago. He reports the

traveling store or display room as being most successful, and is planning on adding another in the near future. It is evident that coin machines must be merchandised the same as any other commodity and the territory fine-combed for business.

Another busy man, who put in a week's work about Chicago, was S. L. Stanley (Automatic Amusement of Memphis and other Southern points). Dame Rumor has it that S. L. is going to extend his business to include additional territory.

Babe Kaufman's business is growing so rapidly that she will soon have to seek larger quarters. The Babe is probably known by more folks within the industry than any other distributor, believe it or not. When the new tunnel is completed, Babe will be able to make it from her Jersey home to NYC in nothing flat.

One manufacturer reports that he is putting the serial numbers in four or five secret places on each machine, hoping this will assist his distributors in ferreting out bootlegged machines. NADA still contends there is only one place where the number should be put, and that is just below the coin chute on the front of each machine.

Wonder how many saw the recent picture of Harry Wolcher (Western distributor of Seattle) all dressed up in Indian togger? As honorary chieftain of the Olituli Indians, better known to you as the O'Toole tribe, the question arises as to why West 72nd street, New York, was so honored. Lou (Advance Automatic of San Francisco) says all this came about in spite of his vigilance to keep Harry down to earth. And by the way, Lou denies he is an honorary chieftain of the McNasty Clan.

Now that racing is on at Pimlico, Carl Mantell doesn't have to go far to reach his home. It is located

about three blocks from the track in an exclusive section of Baltimore. Carl not only loves horses, but has quite a reputation for raising fancy canary birds. Is it any wonder why they all seem so cheery at National of Baltimore with a half-dozen singing canaries chirping away all day?

These NADA members sure are bent on getting into the manufacturing end of the business. First it was Dave Bond (Trimount of Boston), then Dave Robbins and now Ponser. Knowing the trade as they do, it is natural each should bring out something that will give the operators a real return on their investment.

Philadelphia, often referred to as "The City of Brotherly Love," surely lives up to its reputation. If all distributors worked together, such as Bill Helriegel and I. H. Rothstein (Keystone and Banner respectively), the industry would be one great happy family without the many distressing problems now confronting it.

Judging from the looks of things, many of the members have put some of their surplus profits into new photographs of themselves. Never knew NADA has such handsome members. Take for instance, that business-like pose of Harry Moseley seated at his desk. Wasn't that a honey?

The Detroit crowd is so busy these days they haven't time to write a fellow. Jim Ashley (American Novelty) is getting packed up for departure to Northern Michigan where he will sojourn during the hot summer months. He'll be kept right busy looking after his machines operated in that area. Art Sauve is another Detroitier who spends the greater share of 24 hours conducting his business.

The future has unlimited possibilities for the operator who knows the value of diversification and tries to give the public full value for their money. The coin machine industry is alive to the present needs of the operator and you can bet your bottom dollar the manufacturers will continue to turn out machines that will make money for the operators.



“*I*... **am an ORCHESTROPE** *operator*”

because I make more money operating Orchestropes than I could make operating any other phonograph. I'll tell you a few of the reasons why this is true:

"In the first place, competition no longer bothers me. I never lose a good location and have no trouble in getting profitable new ones. This is because location owners like the Orchestrope. They like it better than any other phonograph. They like its tone. Customers tell them it has the finest tone they have ever heard.

"Another thing my locations and customers like about the Orchestrope is its multi-selector which is simple and easy to operate, and they especially like the combined program holder and selector. Locating the program holder, selector and coin slides at the top of the cabinet has made a hit and this feature alone has gotten a lot of locations for me.

"All these features are combined in a cabinet that is most attractive—modernistic, but not gaudy; impressive but marked with a simplicity of beauty that makes it most welcome in any setting. My locations like it because it improves the appearance of their places of business.

"I also like the Orchestrope because I have very few service calls and, of course, my locations like this too.

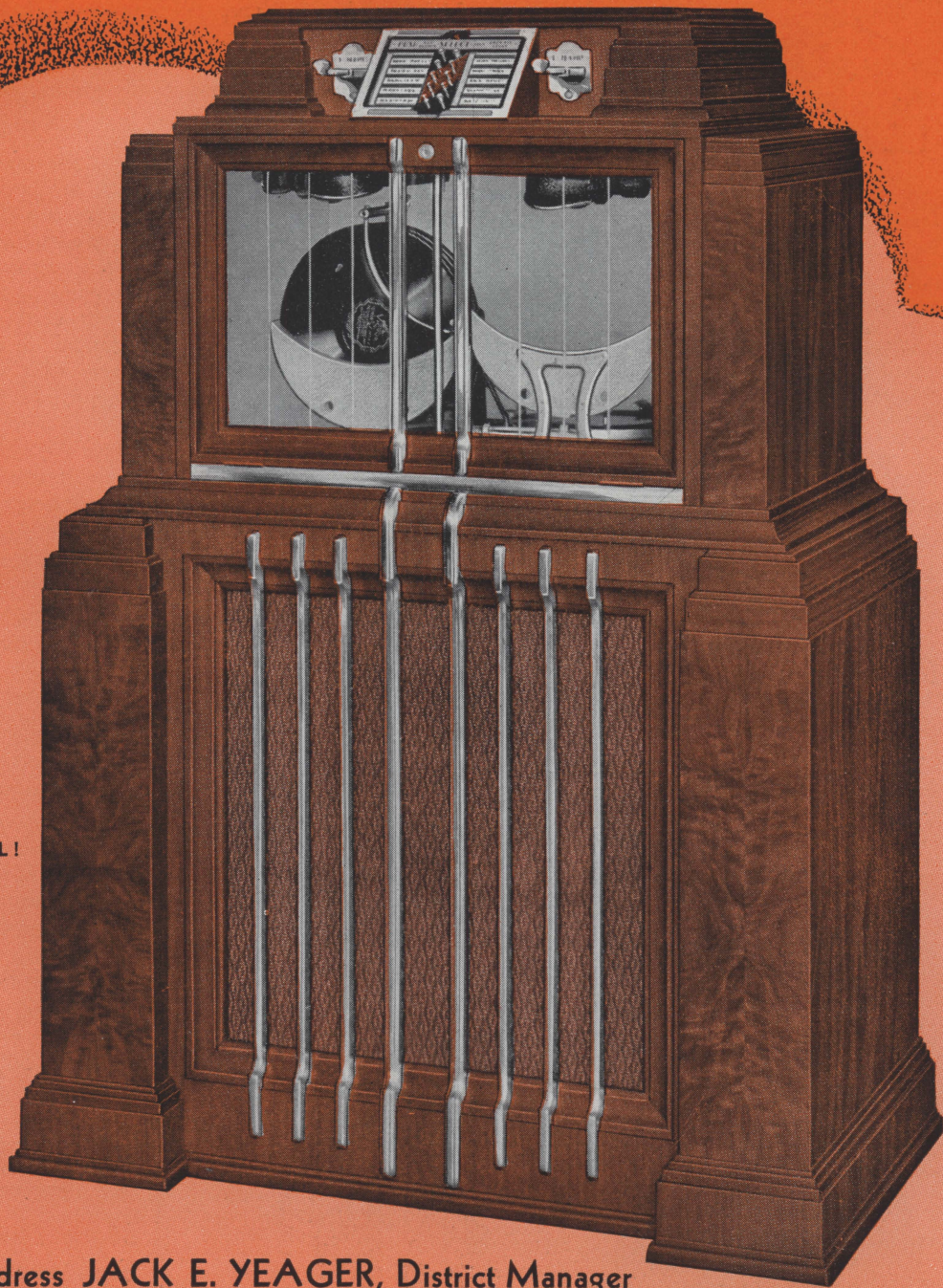
"I like the Capehart Corporation. Their square shooting policies make it a pleasure to do business with them.

"But best of all, I get a big kick out of the money I am making operating Orchestropes. It's a great business and I am happy and prosperous in it."

THE CAPEHART
Orchestrope

Complete details of attractive proposition to operators on request. Write, wire or phone

THE *Modern* PHONOGRAPH



ORCHESTROPE
MODEL M2W
THE FINEST OF THEM ALL!

Address JACK E. YEAGER, District Manager
Office and Display, 705 South Ervay Street, Dallas, Texas

THE CAPEHART CORPORATION, FORT WAYNE, IND., U. S. A.

Cable Address: "Capecorp"

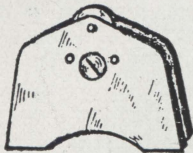
World's Largest Exclusive Manufacturer of Automatic Phonographs

HAVE YOU EVER SEEN A DAY DREAM IN PRINT?

(Continued from Page 15)
editors of newspapers in their respective localities.

(2) General magazine advertising

ROLLER BEARING Percentage Regulators



MADE of case hardened steel. They fit perfectly on the star wheel of Jennings, Mills, Pace or Caille machines. When ordering, state make of machine, also whether 10 or 20 teeth on star wheel. Fifty cents each, \$5.40 per dozen, \$40.00 per hundred. No shipments made without reasonable deposit.

M. T. DANIELS

1025-1027 University Ave.

Wichita, Kansas

in publications of large national circulation and substantial influence among the younger type of readers. This advertising to further create a more informed and favorable impression upon the part of the public toward pin games as a welcome accessory in serving the present day receptivity of the American public for diversions of this nature. Also as a form of amusement in which such citizens have every right, as citizens, to participate.

Newspaper advertising in those newspapers highly populated areas, and which wield considerable national political and civic influence. The above to come from the fund accruing from the manufacturers' portion of the campaign fund.

(3) Advertising in various state-center newspapers, and as the funds from each state permit.

The co-ordination of the activities of such a plan could mean that in a single month (say, September, for example), a page might appear in Time Magazine, and a half page in such newspapers as the Chicago Tribune, New York Sun, Cleveland Plain Dealer, and other metropolitan newspapers.

Also, advertisements in smaller newspapers in various states and addressed especially to the people of that state.

Likewise, millions of pamphlets distributed to the people of all sections and through the hundreds of thousands of locations, with wall signs and display material also proclaiming the same message in the establishments of such locations.

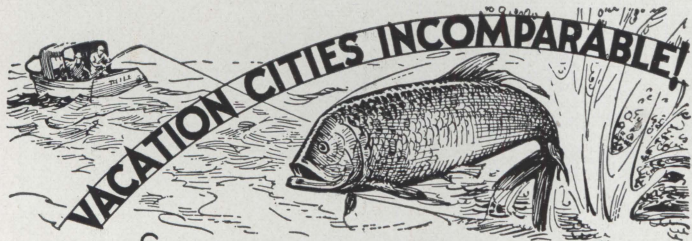
Surely, you cannot present an intelligently conceived and effectively presented message to 10 or 20 million citizens without securing the good will of millions of voters and taxpayers, and who in this day and age are considerably "fed up" on infringements upon their constitutional rights and liberties by a handful of self-appointed reformers and publicity-seeking crusaders.

Copy Appeal

It is recommended that the copy appeal, or theme of message, of advertising associated with this propaganda campaign intelligently present the economic value of pin and other games. Likewise to solicit the goodwill and moral co-operation of the public in the continuance of a business that made such a helpful and beneficial contribution to the financial recovery of the country through the stimulation of the circulation of money, and by directly and indirectly providing profitable employment for hundreds of thousands of heads and members of families who might have otherwise had to "go on relief."

Also, the appeal of such advertising should be one of the infringement upon their personal and constitutional rights and liberties which this prohibitive legislation is working against the American public, which by its frequent and universal playing of pin and other coin games, have indirectly registered the public's acceptance of such games.

This message should not be one of "a persecuted industry," because



San Antonio and Corpus Christi! Where glorious sunshine, the blue of the Gulf, and every outdoor sport invite you to play the year around. And at each city a truly fine hotel home with rates surprisingly low.

JACK WHITE, Operator

**PLAZA
HOTELS**



**SAN ANTONIO
AND
CORPUS CHRISTI
TEXAS**



ADVANCE VENDING MACHINES

*More Than 100 Models
Send for 1936 Catalogue*

ADVANCE MACHINE CO.

4647 Ravenswood Avenue
CHICAGO, ILL.

Fence Buster

SOMETHING new in baseball! Player acts as manager of one or more baseball teams out to win the championship! Each nickel inserted in this new, brilliant FENCE BUSTER changes odds paid for Championship, Runner-Up and Third Place, and adds another team on the Light-up Rack. If all eight teams are acquired, additional nickels change only the odds until satisfied. As many as 20 and more nickels are easily taken in on a single play. Odds run high as 40 to 1 which may be automatically adjusted for tight or liberal awards. Action is fast and snappy—no waiting for completed game—no delays to hold up play. Players can't resist acquiring more and more teams and trying to boost the odds. Fence Buster will not only pull the play because of its intriguing action, but also because of its beautiful playing field of 10 dazzling colors set into a rich Duo-Tone cabinet that measures 50 inches long and 29 inches wide.

FENCE BUSTER is surprising the most skeptical operators with its ability to draw tremendous income. Just wait and see what this remarkable baseball machine does for you when you put it to bat in your toughest spots. Order FENCE BUSTER now!

MYSTERY SINGLE COIN SLOT

For the territory and the particular location where multiple coin slots are not permissible Gottlieb machines can now be had for single slot, taking only one coin at a time. For example, by inserting one nickel player gets 2 to 8 teams and odds as high as 40 to 1.

TICKET MODEL

Immediate Delivery on Fence Buster, Brokers Tip and Daily Races



\$125

Electropak Standard Equipment. Batteries Optional. Ticket game \$135. D.C. Adaptapak, \$5.00 extra. Check Separator, \$5.00 extra. Mint Vender \$10.00 extra. 2 or 3 ball play, \$5.00 extra.

GOTTLIEB'S NEW Baseball Payout WITH WORLD'S GREATEST LINEUP!

- Lowest Price Multiple Coin Chute
- Gottlieb's Famous Payout Mechanism
- 40 to 1 High Payout
- Automatic Award Adjustment for Tight or Liberal Awards
- Changing Odds
- Electro-Pak Equipped, Batteries Optional
- Automatic Fuse

BROKERS TIP

Nearest duplication of the excitement of a real Stock Exchange! As each nickel is inserted into the Multiple Chute a commodity and prices for its bonds, preferred stock and common stock are flashed on the "Quotation Board." If prices are not satisfactory, each nickel changes the prices and adds another commodity. After all eight commodities are secured only the prices change. Odds run up to 40-1 and are subject to mechanical adjustment for tight or liberal awards. You're not speculating when you invest in BROKERS TIP! Order now!

\$125

D. GOTTLIEB & CO. 2736-42 N. PAULINA ST., CHICAGO, ILL.

the American public, being a nation of liberty-loving and go-out-and-getting-people, have not a great deal of sympathy for the persecuted individual or group which does not do much about altering its condition.

It must be remembered, in this connection, that it was not until the brewery interests hit upon the more effective strategy of presenting their case as an infringement upon the rights of the American people, that this industry began to "get anywhere" in its campaign for repeal.

The same is true of cigarettes, where and when such interests began to register the greatest strides

in the popularization of their product, when that industry began to use celebrities as an endorsement of cigarette smoking, and presented cigarettes as a pleasure, in which every citizen had a right to partake.

Conclusion

The firm of Becker, Becker & Becker, Inc., unreservedly believe that pin and other coin games have a definite and justified place in the present day wants and viewpoints of the American public, and that the manufacture and operation of such games is supplying a very helpful and beneficial contribution to the commercial enterprise and economic structure of American business.

This organization is also of the opinion that the above plan is perfectly in line with the industrial procedure which other industries and lines of business would employ were they in the same position as is the coin game people. Further, that such a plan, if not in detail, will some day have to be undertaken if the coin game industry is ever to occupy that position to which it has every constitutional and social justification.

Postscript

Tingaling, tingaling, tingaling. Must have been asleep. Dreamt I was the head of a big advertising organization. Hope if I talked in my sleep, that the reader will make allowances accordingly, because I'm not an authority on industrial propaganda, or have I been in the coin game business long enough to really know anything about it, but maybe, if I have talked in my sleep, I've said something that might at least give some food for thought.

JERRY WERTHIMER MAKES TRIP IN EAST

Jerry Werthimer of the Ad-Lee Corporation is making a trip throughout the East, where he is popularizing the famous Ad-Lee Duette twin vender. Jerry is highly enthused with the response the Eastern firms are giving the famous Duette. Many firms have told him that Duette is rapidly replacing many of the old style venders, and that operators are highly elated over the larger earnings. Jerry points out that the vending machine operators he has met in the various jobbing establishments have told him that the colorful Duette is much easier to place on new locations and revitalizes their old spots. They also like the fact that Duette vends two types of merchandise and has two separate coin chutes.

Mr. Werthimer expects to wind up his Eastern trip this week, and when he returns home intends to have enough orders to keep the Ad-Lee factory going at top speed on Duette for many, many weeks to come.

PHONOGRAPH OPERATORS

The improved 2000-play VEL-VETONE needle doubles the life of records, and outlasts all ordinary needles.

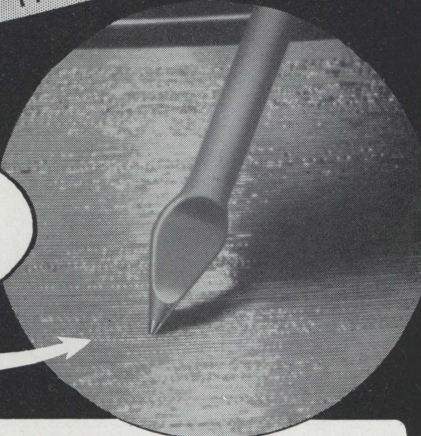
Write for Full Information

L. E. TURNER

1229 Park Row Bldg.
NEW YORK, N. Y.

APPROVED AND
RECOMMENDED BY EVERY
PHONOGRAPH AND RECORD MANUFACTURER
PERMO-POINT
THE PERFECT 2000 PLAY PHONOGRAPH NEEDLE

PLAYS BETTER
AND RECORDS LAST LONGER
BECAUSE ITS
All in the point!

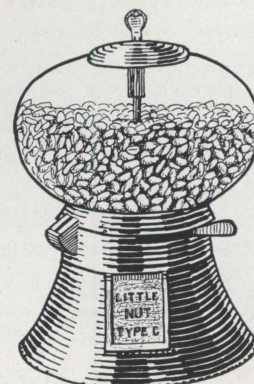


PERMO PRODUCTS CORP.

4311-13 Ravenswood Avenue

CHICAGO, ILL.

LITTLE NUT TYPE C



LITTLE NUT Type C is one they're all talking about, will vend anything. Distributors wanted.

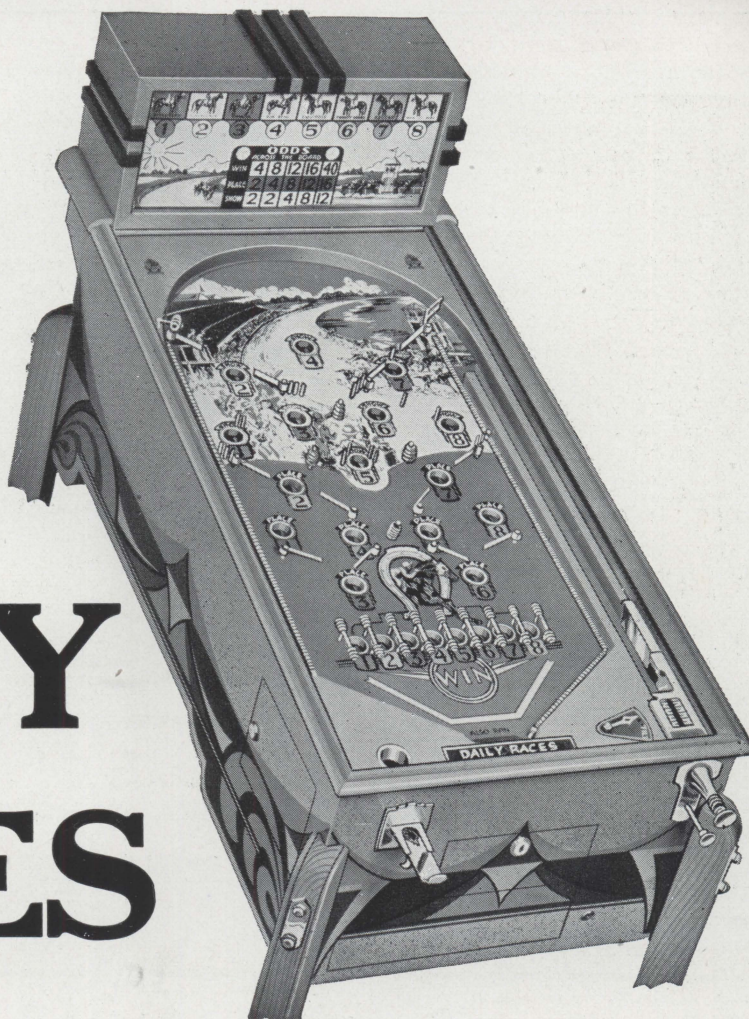
LITTLE NUT VENDOR CO.
LANSING, MICH.

\$125

Ticket Game, \$135
Electropak Equipped
(Batteries optional)

D.C. Adaptapak, \$5 extra. Check
Separator, \$5 extra. Mint Vender,
\$10 extra. Two or three Ball Play,
\$5 extra.

DAILY RACES



**THE LOWEST PRICE MULTIPLE COIN SLOT
ONE BALL PAYOUT WITH CHANGING ODDS**

HERE is real horse-race atmosphere . . . real horse race mutuels! Play 'em "across the board"—3 times the opportunity for the player to win. Put a nickel into the slot . . . immediately the massive, colorful light-up rack flashes your horse and shows odds for Win, Place and Show. BUT, if you're not satisfied with the odds, insert another nickel and take a chance at increasing the odds. With each nickel an additional horse flashes on the rack and the odds change. All eight horses can be played and additional nickels change only the odds. Pays as high as 40 to 1—subject to mechanical adjustment for tight or liberal awards.

DAILY RACES has one of the most beautiful, dazzling playing fields ever seen. Ten brilliant colors really makes it a game of spectac-

ular beauty. Get in on this "sure-thing" . . . Place DAILY RACES today—the game that accomplishes more than products selling for as high as \$500.00.

NOW READY

Mystery Single Coin Slot

For the territory and the particular location where multiple coin slots are not permissible. Gottlieb Machines can now be had for single slot, taking only one coin at a time. For example, on Daily Races, by inserting one nickel player gets 2 to 8 horses and odds as high as 40 to 1.

TICKET MODEL

now ready for immediate delivery

D. GOTTlieb & CO.

2736-42 N. Paulina St., CHICAGO



Better
Than Ever

SUNSHINE DERBY \$8950

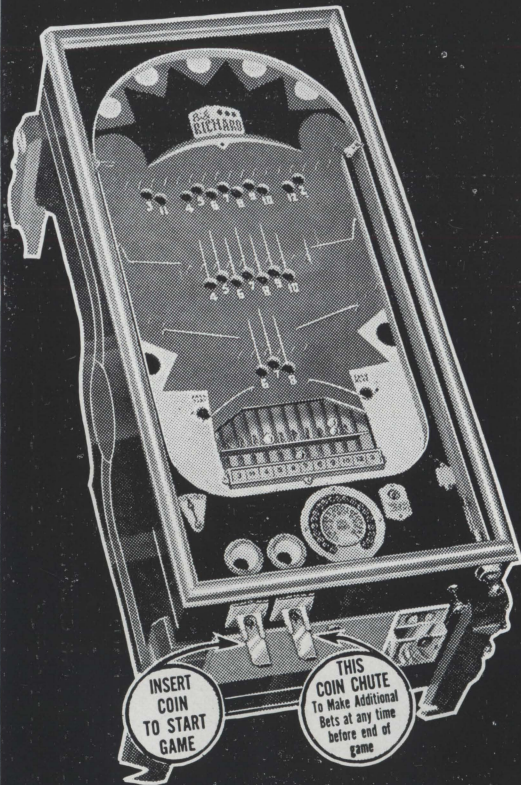
Lowest
Priced

THE OUTSTANDING ONE-BALL AUTOMATIC PAYOUT THAT IS THE PROFIT-SENSATION OF THE DAY!

NOW! JACK POTS

GREAT *games now* GREATER

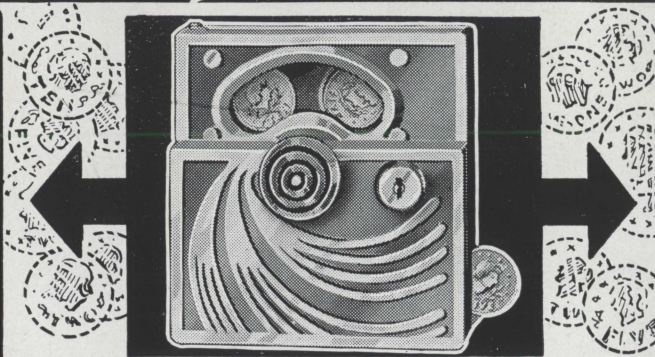
♦ **BIG RICHARD** ♦ with Exhibit's New **Jack Pot**



INSERT
COIN
TO START
GAME

THIS
COIN CHUTE
To Make Additional
Bets at any time
before end of
game

\$149.⁵⁰ COMPLETE
WITH JACK POT



There is positively nothing that can equal the money making possibilities of "BIG RICHARD"—and "ELECTRIC EYE"—equipped with Exhibit's NEW JACK POTS.

You control the JACK POT Awards, —make them \$25.00—\$10.00—\$5.00 or MYSTERY—or anything you like, according to competition and territory conditions.

With—"BIG RICHARD"—and Exhibit's—"ELECTRIC EYE"—you are not compelled to invest constantly in new equipment. When competition threatens, adjust the jack pot and nothing can stand up against its alluring appeal.

Don't buy anything until you've sampled these JACK POT equipped winners. Once you try them, you won't want anything else!

*Order from your jobber
now or write direct*

EXHIBIT SUPPLY CO.
4222-30 W. LAKE ST. • CHICAGO

ELECTRIC EYE with Exhibit's New **Jack Pot**



ASK ABOUT SPECIAL PRICES

NOW! JACK POTS

"FOUR ON A CHUTE" IN TRICK PHOTO

"Four coins in one chute!" claim the makers of Multiple, Bally's new one-shot payout game. Something to talk about and something to show! And that's exactly what the Bally Manufacturing Company is doing in their Multiple advertising, as evidenced by this photo of four players sitting on a single chute. This illustration is appearing on current Multiple circulars and publication ads.

Says Herb Jones, Bally's advertising manager, who made the trick photo: "Certainly Multiple can take in four coins on one chute every game. And it doesn't stop there.



"Four-on-a-Chute"

With the odds-booster feature, making possible as many as sixteen \$1.50 holes on the board at one time, Multiple will take in as many as 8 to 10 extra nickels per game! Therefore, either one player can feed as many coins as he wants in order to increase his payout or four players can each get on the game and each collect the full listed odds! Multiple is the ideal game for crowded noon-hour spots, as four players can play it in the time it would take one person to play an ordinary game.

EXHIBIT ANNOUNCES NEW 10-BALL PAYOUT

Exhibit Supply Company announces a new 10-ball payout baseball game which they call 'Bambino.' This new game follows closely the playing field layout of their former baseball ticket game called 'Play-ball.' Lights run the bases when hit holes are made and other lights light up as runs are scored. When required number of runs are made, payout is automatically made in tokens or coins.

'Bambino' will also be furnished in combination ticket or payout models. Deliveries, according to Leo J. Kelly, sales manager of Exhibit, are being made this week.

LET THE RABBIT HAVE HIS FOOT, NEW BALLY THEME

"... you won't need it when you specialize in Bally games." And so the Bally Manufacturing Company puts a new twist in a popular notion, in distributing these rabbit foot key chains to jobbers.

The key chain is attached to a real rabbit's foot on one end and a horse-shoe on the other. It carries a metal tag with Bally's address. On the opposite side of the tag is the individual owner's number, which he registers with Bally. Thus, if the key chain is lost and turned in, the owner is immediately notified.



The key chain comes on a card with the heading in the quotations above. The rest of the card carries the "reason why" story of the success of Bally games. Closing, it reads: "Rabbit's feet, horseshoes, four leaf clovers—none of them have any place in the 'profit assurance' of a Bally game. We present you with this token—keep it for your pocket—you won't need it for your profit!"

PUBLISHES OWN HOUSE MAGAZINE

Mills Novelty Company publishes its own house magazine which is called "Spinning Reels." It is the oldest magazine of its kind in the coin machine business, having been first published in 1923. The magazine is notable for its snappy make-up, colorful photographic treatments, and also it contains a great fund of information on coin machine operating. James T. Mangan, advertising manager of Mills Novelty Company, is editor of Spinning Reels. He invites all operators in the business to send in news notices or material for articles.

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

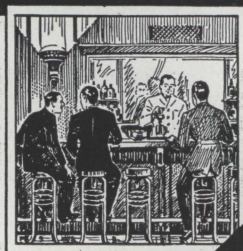
Escape ST. LOUIS BLUES

in ST. LOUIS

Enjoy the comfort and luxury of this famous hotel in the heart of the theatrical district and facing beautiful Forest Park. Circulating ice water in every room. Unusual food in the Coffee Shop and Dining Room.

400 ROOMS
WITH BATH from **\$2.50**

O. P. GREATHOUSE,
Manager



MELBOURNE
HOTEL
LINDELL AT GRAND



Races Did Things to This Fellow

A visiting operator from Louisville recounted a most amusing incident to Jimmy Johnson as he partook of some genuine Western hospitality at Jimmy's beautiful bar.

The Louisville gentleman, in typical Dixie fashion, proceeded with his story as follows: "I have a helluva swell location right outside of Louisville proper. Making one of my collection trips Derby Day, I noticed a heavy-set fellow getting a big kick playing your Races game. This was about a half hour before the Derby was to run. Thinking nothing more about it, I drove on to Churchill Downs.

"Well, coming back from the track I stopped off at this same location to get myself a couple of good cigars. Much to my surprise, here was this same fellow still playing Western's Races. I thought the guy was nuts, so I decided to strike up a conversation with him.

"You sorta like that game, don't you?" "Yeah," was the stranger's reply, "I've been playing this thing for almost an hour and a half." "Realizing that Races had absorbed this fellow's interest to the extent that he didn't know he had been at it for over three hours, I asked him what he thought of the Derby.

"Playing as he talked, the stranger replied, 'I like Bold Venture and I'm going out to the track and plunk ten right down on his beezer. I'd better be leaving this place soon, I've got to meet the wife and some friends out at the track.'"

"The stranger pulled out his watch and I don't know how many hours behind time it was. To make a long story short, this fellow came all the way from Glendale, Cal., and forgot to change his watch. When I told him that the Derby was over, that Bold Venture did win and that he was a little early for the sixty third running of the Kentucky Derby, the Californian almost collapsed.

"I drove him back to the Brown Hotel and this guy kept moaning, 'All the way from Glendale to see the Derby and didn't, picked the winner and didn't bet him, supposed to meet the wife and friends and didn't. Oh! Oh! Oh!'

"As fishy as this story might sound, it is absolutely the truth. I got to feeling so sorry for that guy myself, I needed a couple of braces to fix me up.

"I tell you, Jimmy, that Races game of yours is sure a honey. While they all don't play it for three hours at a time like this California fellow, I have yet to see a game that so completely fascinates the players. They go for that big odds changing feature and the fact that they can play all eight horses. I'd say that on an average, each player will play about twenty-five cents into the machine."

HOT TIPS ON BRUNSWICK RECORDS

By ART SATHERLEY, Vice-Pres.
Brunswick Record Corp.

Heigh-ho! Everybody!

Rudy Vallee, whose name spells radio-magic, has been signed to an exclusive recording contract by the American-Brunswick Record combine in New York.

Vallee, who has been broadcasting for the Fleischmann Yeast Company (Thursday nights, at 8 o'clock, over the NBC-WEAF network) for more than six years, has appeared in several motion pictures, the latest being "Sweet Music" for Warner Bros. Previous to his new recording contract with American-Brunswick, Vallee made records for Victor over a period of years.

His first recordings with his Connecticut Yankees under the new set-up will appear on the market within the next two weeks under the following labels for American Record Corporation: Perfect, Oriole, Banner,

and Romeo; as well as under the Melotone label (a product of the Brunswick Record Corporation). They will include "Would You?", "She Shall Have Music," "The Glory of Love," "The Call of the Prairie," and others.

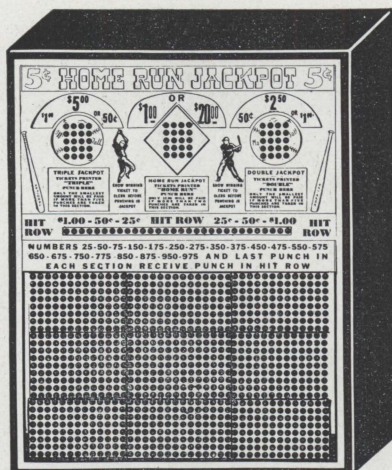
Brunswick Record Corporation recently added another outstanding name to its interesting list of artists recording for the company under the Vocalion label: Bunny Berigan, whose orchestra, one of the swingiest in America, will be billed as "Bunny Berigan and His Boys." Berigan, himself, is nationally known as one of the best of the "hot" trumpeters in the country. He formerly played with the Hal Kemp, Paul Whiteman, and Benny Goodman orchestras.

The No. 1 song of the nation, "Melody from the Sky," and others, were recorded by Bunny Berigan and His Boys at the Brunswick recording studios in New York City, and will be released shortly.

America's Most Practical Bulk Merchandiser

Robbins'
2 IN 1
VENDOR

D. ROBBINS & CO., MFRS.
1141 DEKALB AVENUE,
BROOKLYN, — N. Y.



SCORING PROFIT HITS FOR OPERATORS EVERYWHERE

HOME RUN JACKPOT No. 1195

Takes In.....\$50.00
Average Payout..... 14.36

Average Gross Profit.....\$35.64

PRICE, \$3.84 Plus 10% Tax

Including Easels and 4 Fraud-Proof Tickets.

A Harlich Jumbo Board — the best in sales-boards. Extra thick, with extra large, easy-to-read tickets for extra fast play.

Our general catalog and supplements illustrate over 100 boards designed especially for operators. Send for them today!

HARLICH MFG. CO. 1411 JACKSON BLVD.
CHICAGO, ILLINOIS

OPS COMMEND VENITOR FOR SUPPORT

From Venitor Corporation of Detroit comes the announcement of its pleasure that the Automatic Manufacturers Association of Michigan had passed resolutions commending Venitor's endorsement of the Nine-Point Program of the National Council of Coin Machine Operators Associations.

It will be remembered that this Nine-Point program was adopted at the January convention of the Council, and the point for which Venitor was commended provided for the raising of a fund by contributions from manufacturers to assist the various operators' associations.

F. G. Morhous, president of Venitor Corporation, was the first coin machine manufacturer to respond with a cash contribution to this program. The Automatic Merchandisers Association shows his picture presenting his check to F. E. Turner, president of the Association.

In his letter to AUTOMATIC WORLD regarding this gift of Mr. Morhous to the operators, President Turner says:

"The initial step in the ultimate set-up for operators is about to be realized, with the decision of the Venitor Corporation of Detroit to endorse 100 per cent the National Council's Nine-Point Program, adopted at its January convention.

"This firm has immediately started making contributions to a fund to be held in escrow pending the es-

tablishment of a plan of a per capita levy at the source of manufacture of coin operated machines, as suggested in paragraph five of the National Council's program. This fund to be prorated among associations supporting the National Council. As trustee of this fund I have received the Venitor Corporation's check covering the sales of the first one hundred machines sold in April, as the initial payment toward the fund. The Venitor Corporation of Detroit is engaged in the manufacture of one of the best bulk merchandising machines offered the trade recently, and should receive the enthusiastic thanks of every operator for stepping out and leading the way for manufacturers to co-operate in the realization of this great operators' program. Payments to the fund are to be at the rate of 15c for each machine sold each month.

"Every operator in the land should

appreciate this leadership and start immediately to enlist manufacturers in this progressive action in order that a speedy adoption of the full program may be accomplished. Ask your manufacturer to include in his advertising copy the following: 'We endorse 100 per cent the Nine-Point Program of the National Council of Coin Machine Operators Associations.'"

"A chicken am de mos' usefulest animule dere be," observed the philosophical negro. "Yo' can eat him befoah he am bo'n an' aftah he am dead."—Vocational News.

"Don't pay cash for trouble. You can get all of it you need on easy monthly payments."

"When we are in trouble we expect the help of people that we didn't help when they were in trouble."

BALLY DICE GAME MYSTIFIES PLAYER

"How does it work?" That, according to operators, is the question immediately asked by every person who plays Bally Manufacturing Company's Reliance Dice Game. Here is a game with dice that are obviously true—in fact the manufacturer guarantees they are not loaded, mis-spotted or shaped. The player can see with his own eyes that the dice roll and spin as if thrown by hand. Yet, when player "throws" a seven

or eleven on his first pull of the handle—or "makes his point" after several rolls—the machine automatically pays out. No wonder players are mystified!

The mystery behind the mechanism, as well as the universal popularity of dice, probably explains the heavy collections reported on Reliance. According to Jim Buckley, Bally sales manager, many machines pay for themselves within a few days and machines which have been on location ever since the January Show are now earning more than ever.



F. G. Morhous (right) President, Venitor Corporation, Detroit, handing first check to F. E. Turner (left), President, Automatic Merchandisers Association of Michigan, trustee of first manufacturers' "per capita levy" fund, created for the advancement of the coin machine industry.

FOR

THE DRUG STORE • THE RESTAURANT

AND THE TAVERN

The terrific earning power of Mills Tycoon, plus the fact that no table like it has ever been built or seen, has caused some operators to look on it as “a special table.” A table intended for a special type of location.

That’s a mistake. Tycoon isn’t a table merely for the special location—IT’S A TABLE FOR EVERY ORDINARY PAYOUT LOCATION. If you have some extraordinary locations—by all means put Tycoons in there.

If you have some mediocre or even poor locations—judged by the way other tables work in those spots—put in Tycoon and watch those locations turn into the choicest kind of stops over night!

If you have some hotels, clubs, exclusive cafes — by all means install Tycoons. But Tycoon isn’t a mere club, or hotel machine—it’s primarily a table for DRUG STORES, RESTAURANTS, TAVERNS, and similar spots.





Don't look for color in a location before you install Tycoon. Tycoon will furnish the color! Tycoon will transform the location into a beehive of activity. Tycoon will put zip into the location's regular business, act as a drawing card for customers, and meanwhile take in the equivalent of four or five colorless tables put together.

Perhaps the slightly higher price of Tycoon has caused you to think it's a special machine. It's special all right, that seven way coin slot is the finest piece of mechanical engineering ever seen in the coin machine business — and it's a development that could only issue from the World's Largest Manufacturer —but it is not intended for any exclusive type of location. It's



a pin table pure and simple—a PIN TABLE THAT IS A GREAT DEAL MORE COMPREHENSIVE IN WHAT IT DOES.

Put Tycoon in the drug store. It's a beautiful table and every alert druggist will welcome it, will make room for it instantly. Put it in the good drug stores, where your pay table earnings have been satisfactory — YES, AND PUT IT IN THE DRUG STORE WHERE YOU HAVEN'T BEEN ABLE TO MAKE A GO WITH ANY OTHER TABLE. Don't compare the former earnings of the location with the Tycoon earnings. There won't be any comparison.

In that drug store, or restaurant, or tavern or public place Tycoon will fit in as smoothly or even more smoothly than any other pay table ever built! It's smart. It's refined. Its highest score is 100, and the getting of that score rests entirely upon the skill of the player!

Yes, Tycoon can take in 7 nickels at one play, 35c in a few seconds, but remember this:

ONLY ONE GENTLE PUSH OF THE COIN BAR IS ALL THAT IS NEEDED TO DROP

1 TO 7 COINS AT A TIME. There is no re-shuffling of the board—as you now find on other multiple play tables —when player wants to play additional coins. A one finger push of the bar drops all coins at once. No work, no pushing, no waiting! It's smooth, efficient, and keen, and the crowds don't make objectionable noise in the location!

Another reason Tycoon belongs in the Drug Store, the Restaurant, the Tavern and the ORDINARY LOCATION is the fact that

TYCOON HAS NO OUT HOLES

There are only seven holes on Tycoon and every hole corresponds to one of the slots. No lost balls, no outs of any kind. If all seven slots are played, *somebody has to win*. All holes are absolutely equal in accessibility to player, no hole can be a favorite, so with three or four playing at a time, Tycoon is making payouts on one out of two plays and more often three out of four plays.

No table ever gave the player more frequency of payout action, which is WHAT MAKES A TABLE ALIVE.

Pay the extra price for Tycoon and put at least one in every payout location in your territory! This is bound to happen eventually—so why not cash in on the thing at once. Don't hesitate about any particular location, either from the type of store it is, or from the amount of trade there. Put Tycoon in—it will take care of everything for you.

Smart operators all over the U. S. A. are operating Tycoon, the greatest table ever built in all pin game history, in:

**DRUG STORES • RESTAURANTS • ICE CREAM PARLORS • TAVERNS
CAFES • GARAGES • POOL ROOMS • ROADSIDE STANDS • NEWS-
STANDS • HOTELS • CLUBS • DELICATESSENS • GENERAL STORES
BEAUTY PARLORS • BARBER SHOPS • CIGAR STORES • GAS
STATIONS • TURKISH BATHS • AND ANY PLACE THE CROWDS GATHER.**

Every Location Is a Tycoon Location! "Earns Back Its Extra Cost the First Day."

Mills Novelty Co.

4100 FULLERTON AVE., CHICAGO, ILL.

PHONE CAPITOL 2110



Mills a Pioneer in Coin Machine Field

Not only the largest concern in the coin machine business, Mills Novelty Company is also the oldest. It was established by H. S. Mills in 1889 in a small upstairs shop on the west side of Chicago. Business grew quickly from the start. A few fires that almost completely demolished its equipment on two different occasions could not stop it.

H. S. Mills was the father of the present owners of the concern and all old-time operators will clearly remember him as the man who had the best personality of anyone in the coin machine industry. He was a showman as well as a coin machine man and had at one time owned Sans Souci amusement park in Chicago.

At one time when he was operating peanut machines his zest for business and his natural enterprise carried him to the point where he cornered the market on Spanish peanuts.

He died on his yacht eight years ago in Florida.

Mr. and Mrs. Mortimer B. Mills, grandparents of the Mills brothers and parents of H. S. Mills, are still alive and in good health. They reside in Austin, a suburb of Chicago.

Bert E. Mills is the youngest member of the original Mills family and though an uncle to Fred, Ralph, Herb and Hayden Mills, is just about their same age.

Bert Mills is the man who has contributed more inventions and patents to the coin machine industry than any man alive. Over 600 coin machine patents are taken out in Bert Mills name. His greatest work probably was the Mills Violano-Virtuoso self-playing violin and piano which the United States patent office designated as one of the eight greatest inventions of the decade.

Mills Novelty Company has had a long string of pin game successes starting with the famous Mills Official which was one of the great selling tables of all time. Over 35,000 of these tables were sold in a period of two years and Mills Official can still be found in thousands of locations throughout the country. Another enormous Mills seller was Can-

non Fire. The more recent successes have been Pearl Harbor, Ten Grand, and of course, Tycoon. Mills Ten Grand earned the distinction of being the most service-free table designed.

MILLS HAS OWN BALL PARK

Mills Novelty Company is said to be the only company in the coin machine business with its own ball park. The famous Mills Stadium is located at Lake and Kilpatrick avenue, Chicago, originally Pyott Park, and the scene of many an exciting game of semi-pro baseball. The Mills baseball team is nationally famous as the best semi-pro outfit in the country and has won the championship among semi-pro outfits of the Chicago territory five out of the past eight years.

Bill Harley, who used to play centerfield for the Cleveland Americans, is manager of this ball team. Harley is a brother of Chick Harley, famous football player of Ohio University.

MILLS ADVERTISING WINS NATIONAL DISTINCTION

Commenting on prominent advertisers of America, a friend of the advertising department points out that Mills Novelty Company advertising has won national and international distinction and is placed at the very top rank among the most prominent advertisers of all American business concerns. Last year more articles and notices concerning Mills advertising ran in the advertising and selling magazines of the country than that of any other advertising concern. The year before in the 13th Annual of Advertising Art, Mills Novelty Company advertising led with ten mentions, its closest competitor in this compendium having only six mentions. All of the large concerns in every line of business, advertisers who spend millions of dollars yearly, try to get representation in this Annual.

This year, in the same Annual, Mills Novelty Company advertising has nine mentions and has just received the award for having produced the best black and white trade

paper advertisement for the year. Mills advertising also has heavy representation in traveling advertising and 50 Book Shows of the American Institute of Graphic Arts. Seven Mills specimens are to be found in this exhibition.

The company has its own print shop which is known as Mills Novelty Company Press. It also has an immense mailing department of its own.

JACK STAPLES OF NEW COIN- O-MATIC DISTRIBUTING CO. PUSHES DUETTES

Jack Staples, Washington, D. C.'s newest coin machine jobber, operating under the firm name of the New Coin-O-Matic Distributing Company, has just placed a large order with the Ad-Lee Company for the distribution of the Duette deluxe twin vender. The announcement that Jack intends to push Duette was the cause of great gratification to the Ad-Lee Company, inasmuch as he has the reputation of being one of the shrewdest men in the jobbing business in the East. Jack Staples was the former general manager of the Oriole Corporation for their Baltimore, Pittsburgh, and Buffalo branches. Being established only a very short time, his firm has made such rapid strides that the Coin-O-Matic Distributing Company has already become one of the East's foremost distributors.

Mr. Staples writes in that he is enthusiastically endorsing Ad-Lee's two-in-one deluxe twin vender, and claims it to be one of the best merchandisers on the market. Jerry Werthimer, of the Ad-Lee Company, who visited him this week, was proud to receive Staples' big order for Duettes.

Jesse Martin, attorney for the coin-machine interests, lost a case last week. Not by a decision of a judge or a jury, but by the flip of a coin. Martin and Harry Drollinger were dickering over a trade for horses. Drollinger had a spotted riding pony and Martin a registered prize winner. Martin needed the spotted pony for his wife's riding stable and Drollinger wanted the prize winner for his collection of well-bred horses, but an amount of money seemed to be the difference. Martin lost—one of the few cases he has on the losing side.

In history, as in nature, nothing happens in a day.

Holland Reports Bigger Music Receipts in Southeast

Back from a most extensive trip throughout the Southeastern part of the United States, Earl Holland, sales manager of the phonograph division of the J. P. Seeburg Corporation, reported business as being "wonderful."

"The most impressive observation of the entire trip was the higher averages of the music operators in the entire territory. These music operators are all doing a very fine business and their spirits are exceptionally high.

"I also noticed that these operators have learned the most important angles of successfully operating coin operated phonographs. These fellows realize the importance of changing their records often, keeping their phonographs looking clean and attractive and giving the locations the type of music the patrons enjoy.

"They all realize, too, that a machine out of order results in location and financial losses to them. Consequently, they are quick to

make the necessary repairs to get the machine working again.

"I say with all honesty, that the consensus of opinion of the hundreds of operators I called on was that Seeburg High Fidelity Symphonolas cause them less mechanical trouble than any other automatic phonograph on the market. When a Seeburg machine does get out of order, it is just a matter of a small adjustment in a few minutes time, before the machine is running perfectly again.

CHICAGO COIN. CORP. IMPROVES GAMES FOR OPERATORS' BENEFIT

Always alert to improving their games from the standpoint of the operator, the Chicago Coin Corporation announces a new construction innovation to be engineered in all of their payout tables from now on. In the past operators have had great difficulty in performing the cus-

tomary servicing to payout tables. Such parts as stepping switches, jacks, plugs, etc., were difficult and inconvenient to get to within the cabinet. So, accordingly, the engineers of the Chicago Coin firm decided to drastically change the stereotyped construction principles.

In servicing a new Chicago Coin payout table, all the operator has to do is to unlock the back rack and lower shelf. There he will find all vital parts and mechanisms except the batteries and payout unit, which are easily reached from the front door. The back rack may be disconnected instantly by removing two plugs from the jacks into which they are inserted.

The Chicago Coin Corporation knows that the operators will be most appreciative of this new payout pin table assembly. They want to inform all operators that they are constantly striving to improve their games and want the operators to feel free at all times to offer suggestions.

A doorbell that rings only after a coin is inserted in a slot is being used in Holland to discourage canvassers and peddlers, and to make them repay the housewife for her time and trouble.

BARGAINS! BARGAINS!

QUICK SHIPMENTS

RODEOS	\$15.00
TREASURE ISLANDS	12.00
PUT 'N' TAKE	13.00
STAMPEDES	15.00
EQUITY	15.00
7-11, MODEL A	10.00
GOLD RUSHES	13.00
DO OR DON'T	12.00
ACES	15.00
PEARL HARBORS	17.00
FAIRWAY	10.00
GOLD AWARDS	17.00
PAMCO PARLAYS	60.00
BALLY DERBYS	55.00
TROJANS	40.00
SUNSHINE DERBYS	40.00
TYCOONS (Slightly used)	100.00

ONE-THIRD DEPOSIT, BALANCE C.O.D.
WRITE—WIRE—PHONE

P. & M. AMUSEMENT CO.

COIN-OPERATED MACHINES

210½ NORTH MAIN STREET

HOUSTON, TEXAS



Two more popular coin machine personalities of the Southwest. Mr. Harold Horton (in the light suit) and Jimmy Stelle of Stelle & Horton, Houston, Texas, one of the jobbers in the Southwest who are doing a marvelous job with Rockola Multi-Selectors.

THE ROCKOLA MULTI-SELECTOR

The most outstanding
phonograph for the op-
erator.

We are jobbers in
Texas and Louisiana
for this fine instrument.
Be sure and see this phon-
ograph--hear it play--
examine the mechanism and
be convinced of its super
quality before you buy.

Prompt Deliveries from
our own warehouse.

BALLY

Distributors in TEXAS,
with a big stock in our
Houston warehouse to
give you quick delivery.

SKY HIGH PARI-MUTUEL
HIALEAH ALL STARS
MULTIPLE

The foregoing are a few
of the current Bally profit
producing games. Write
us, wire or phone collect.
**WE NEED MORE
JOBBER.**



(Yes, we are traders--send a list of your used merchandise)

STELLE AND HORTON

1513-15 Louisiana Street
HOUSTON

822 Carondelet Street
NEW ORLEANS

HIALEAH

TAKES in 8 or MORE NICKELS per GAME!

ONE TO EIGHT PLAYERS can get on each game! And actually do! Because HIALEAH has NO OUT-HOLES! When 8 players play, one player is bound to win!

But you don't need 8 players to get plenty of extra nickels per game. One player, all by himself, will feed 8, 10, 15 or 20 nickels into the chute. Read HOW IT'S PLAYED and you'll see why! HIALEAH gives the play-

er a REAL INCENTIVE to play extra coins—FIRST TO TRY FOR BIGGER ODDS—SECOND, TO COVER MORE HORSES AND THUS INCREASE POSSIBILITY OF SCORING A WINNER!

You've made money on every Bally 1-Shot Game—and you'll make more money than ever on HIALEAH! Imagine smashing your own Jumbo and Bally Derby collection records! You'll do it with HIALEAH!

MULTIPLE

SMASHING ALL PAST PROFIT RECORDS!

HERE'S the game for those crowded 'busy-hour' spots! MULTIPLE accommodates 4 PLAYERS PER GAME—4 NICKELS **through one single chute**—and each player gets listed odds on every winner! **But you don't need 4 players to get 4 nickels per game!** ONE PLAYER CAN FEED 4 NICKELS into the chute and collect \$2.00 on a 50-cent winner! Machine operates in 1, 2, 3 or 4 nickels . . . and automatically MULTIPLIES EVERY PAYOUT by NUMBER of COINS PLAYED! But it's the ODDS-BOOSTER feature that brings in the big collections. Three Odds-Booster Lights flash on and off every time a coin is deposited. Whenever one of the lights remains lit, VALUE OF ALL POCKETS ON THE BOARD IS AUTOMATICALLY BOOSTED to 50, 100 or 150, depending on which light remains lit. In other words, if the 150-light is lit, MULTIPLE becomes a game with **sixteen \$1.50 holes!**

Due to the fact that LIGHTS FLASH ON EVERY COIN, the possibility of "catching a light" makes it worth while to play 10 OR MORE NICKELS PER GAME, and explains why MULTIPLE machines on location are metering up to \$10.00 an hour!

Get your share! Locations are being grabbed fast -- so rush your order today!

**ESCALATOR
SHOWS
12 COINS**

\$142⁵⁰

NO EXTRA CHARGE FOR CHECK SEPARATOR

One-third with order, balance C.O.D., f.o.b. Chicago

**IN-A-DRAWER
MECHANISM**

Contains all mechanism, cash-box and batteries



50 in. by 26 in.

BALLY MANUFACTURING COMPANY

Bally's **GREATEST** **SHOT** **HIT!**

Animated ODDS CHANGER
BIG ODDS ALWAYS IN SIGHT

COVER 1 to 8
HORSES to WIN,
PLACE or SHOW

pins for every nickel played—auto-
matically changes odds on EACH AND
EVERY POCKET. Creates extra sus-
pense, as player does not know exact
odds till they whirl into view. But at all
times 24 DIFFERENT ODDS are vis-
ible—and this means BIG ODDS AL-
WAYS IN SIGHT!

50 in. by 26 in.

Exclusive ESCALATOR
SHOWS 12 COINS

CHECK SEPARATOR
Every HIALEAH ma-
chine can be instantly
changed from CASH-
OUT to CHECK-
OUT. No extra
equipment. No extra
cost.

Full Automatic
PAYOUT

payouts entirely in
cash or checks. An 80-
to-1 winner on HIA-
LEAH means 80 nick-
els or 80 checks tin-
tling out into player's
hand!

licensed by Consolidated Pat. Corp.
Pat. No. 1,802,521 and Ace Pat. Corp.
Pat. No. 2,101,966.

\$139⁵⁰

(With A.C. Electro-Pak)

TICKET MODEL: \$149.50

One-third with order, balance C.O.D.
f.o.b. Chicago

HOW IT'S PLAYED

Deposit coin—and No. 1 Horse im-
mediately lights up on Backboard
Selection Chart, while Odds Indi-
cator spins and shows odds for
Win, Place and Show. If another
player desires to get in the game
—or if the first player is not sat-
isfied with the odds—or wants to
cover additional horses—addi-
tional nickels may be deposited.
ODDS CHANGE on ALL pockets
every time a nickel is deposited—
and one horse lights up for each
coin played.

After 8 nickels have been depos-
ited and all 8 horses covered, ad-
ditional coins may be played in
order to change odds. Player wins
by shooting ball into pocket
marked with any one of the Horse
Numbers flashed on Selection
Chart—and collects WIN, PLACE
or SHOW ODDS, depending on
section of the play-field in which
payout is made.

2640 BELMONT AVE. ♦ CHICAGO, ILLINOIS

JOHN A. FITZGIBBONS, Inc., Eastern Distributor—453 West Forty-seventh St., New York, N.Y.



Milton H. Lang, Glendale, Heads Amusement Co.

Starting last June, less than a year ago, with one assistant, Milton H. Lange of Glendale, Cal., has built up an enviable record for successful music operation.

That the Lange Amusement Company is one of Glendale's fastest growing concerns is indicated by the fact the firm now employs 15 people and has in constant service a fleet of twelve cars and trucks.

The accompanying illustration shows the firm's attractive business place and a portion of the people in the organization. Also six of the twelve cars are shown. Each car is equipped with a carrying rack on the rear and used in moving instruments to locations as well as in regular collection and servicing work.

At the time the photograph was taken a carload of Wurlitzer-Simplex phonographs was being unloaded. All these instruments were placed on location within one week after arrival. Another shipment of machines was immediately released so that this enterprising organization would be able to take care of the demand for Simplex installations.

Milton H. Lange appears between the first two cars on the right. He is quite active in civic affairs and is a member of the Glendale Elks.

In commenting on the phenomenal growth of his organization Mr. Lange

attributes his success to the fact he is operating a quality automatic phonograph with outstanding tone; to the fact he is operating music exclusively; to the excellent service his organization is giving; and to the most courteous treatment given to the locations at all times.

AL DOUGLIS HIDES FROM AVALANCHE OF ORDERS

Al Douglass, president of Daval Manufacturing Company, Chicago, makers of the new sensational counter games, 'Rithmetic and Auto-Punch, has gone into hiding.

After an avalanche of orders reached his desk, due to indiscretion on the part of one of the employees of the firm, who released advance information to leading distributors that they were ready to deliver 'Rithmetic and Auto-Punch, Al rushed away from his desk and hasn't yet been found.

From the very first day the letters reached the distributors, wires and long distance phone calls were received demanding immediate delivery of the games in large quantities.

Daval Manufacturing Company were not yet really in full swing production when information was re-

leased. All this indiscreet employee had seen was some of the first games off the production line.

Due to this error in advance information, the factory has been jammed with visiting delegations of distributors, continuous phone calls from everywhere in the country, and the teletype telegraph machine has been going at a rate where it has actually twice become overheated.

Al remained at his desk as long as he could. He rushed samples to every distributor in the country. Ran back into the factory and yelled for faster production. Came back to his desk to find all phones again open and distributors waiting with further arguments. More wires were piled up on his desk and more visitors were waiting in the outer offices.

After that last jam Al made a statement, which is all the information the factory can offer as a clue.

He said, "That's the straw that broke the camel's back."

And with these parting words, grabbed his hat and coat and dashed wildly from the office.

At the present time Dave Helfenbein is in charge of the offices. He is Al's "official worrier" and is doing all the arguing about faster delivery on 'Rithmetic and Auto-Punch. Dave claims that the games will be coming like hot cakes from the production line within a few days and that he will be able to make large quantity delivery to everyone of their distributors.

At the present time, the word is spreading all over town, and many of the leading Chicago coin machine men are asking "Where's Al?"

CORRECTION

AUTOMATIC WORLD wishes to correct a typographical error on page 74 of the April issue in the article entitled, "Four Freed in Kansas Slot Machine War." It was erroneously stated that this clipping from the Wichita Eagle was sent by David Morrison. It should have read David Marion.

Mr. Marion of the Marion Company, 564 West Douglas street, Wichita, Kan., is one of our regular subscribers and advertisers. We are sorry to have allowed this error. A thousand pardons to you, Mr. Marion.

When prosperity comes back, the corner it was around would be the logical site for a commemorative monument.—Toledo Blade.



Lang Amusement Co. Headquarters, Glendale, Cal.

'RITHMATIC

DIVIDES ÷ ADDS + SUBTRACTS - MULTIPLIES ×

$$10 + 20 = 30$$

That's how easy it is to understand 'RITHMATIC!
NO SCORE CARD NECESSARY! All player need
understand is simple arithmetic.

When $10 + 20 = 30$ comes up—player gets 30c.
If $10 + 10 = 30$ should appear on reels—there
is no payout for problem's answer is wrong. To
get payout—correct answer to problem must
appear on last reel.

MULTIPLIES YOUR PROFITS!

PRECISION - BUILT
by DAVAL which
means that it has
absolutely SILENT
running and wear
resisting mechanism
with inner-locked
shake-proof and
cheat-proof reels.



INSTRUCTIONS
When
ANSWER TO GIVEN PROBLEM IS
CORRECT
THE ANSWER IS YOUR SCORE
IN POINTS
FOR EXAMPLE
PROBLEM ANSWER AWARD
50 + 50 = 100 100 POINTS
50 - 50 = 0 0 POINTS
50 × 10 = 500 500 POINTS
50 ÷ 10 = 5 5 POINTS
ALSO THIRDS AND OTHER
ANSWERS TO PROBLEMS

'RITHMATIC is NEW, DIFFERENT, BETTER and the easiest to understand, counter game
ever built. The play is based on simple arithmetic problems. If the answer to the
problem is correct on the last reel then the player receives exactly what the answer
calls for. For example: $5 \times 10 = 50$ —problem is correctly answered and player
receives 50 times his investment. If he put 1c into game he gets 50c in return. This
same applies to multiplication, division, addition and subtraction. SIMPLE TO OPER-
ATE: STOREKEEPER MERELY PAYS OUT UPON CORRECT ANSWER TO PROBLEM.
Because of its appealing design and striking beauty—its superior craftsmanship—its
liberal payout—and its "easy to understand" play—"RITHMATIC DOUBLES and even
TRIPLES ordinary counter game profits ON ANY LOCATION!
RUSH YOUR ORDER TO YOUR NEAREST JOBBER TODAY.

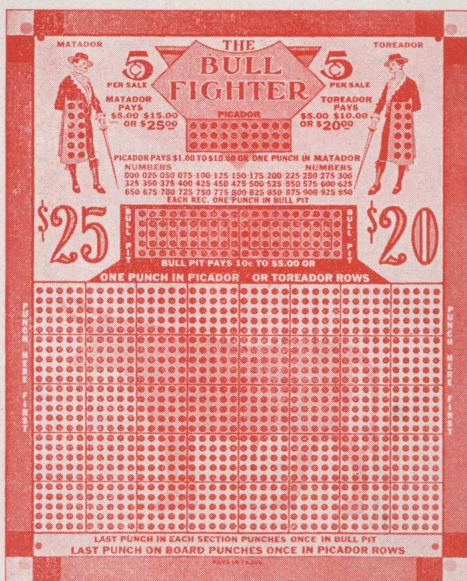


With Double
Door and Coin
Take-In Register
\$2.00 Extra.

DAVAL MANUFACTURING CO.
200 SO. PEORIA STREET • CHICAGO, ILLINOIS, U. S. A.

4 NEW SUPERIOR SALESBOARDS

SUPERIOR comes through with **FOUR MORE** Brilliant New Salesboards! New features, new color, new player appeal! Each is destined to great popularity. Get your share of the profits these new boards will create by placing your order at once!



PINCH HITTER

A smart, new Baseball Board. Two \$5.00 winners. 400 hole, 4 sections, baseball "jackpot."

Takes in \$20.00
Pays out 9.55

PROFIT, average \$10.45

Semi-thick board with easels and celluloid protector over jackpot.

Price \$1.38 plus 10% U.S. Tax

BULL FIGHTER

It's no "bull" that here is a great board. Has a bull pit, picadors, toreadors, matadors. 1000 hole, 5c, 40 sections. High pay of \$25.00.

Takes in \$50.00
Pays out (average) 22.81

PROFIT (average) \$27.19

Thick board with easels and celluloid protector over jackpots.

Price \$3.93 plus 10% U.S. Tax

WORLD FLIGHT

Make a "non stop" record with this new World Flight Board. Jackpots contain tickets that pay \$5, \$10, \$15 and \$25.

Board takes in 552
holes at 5c \$27.60
Pays out (average) 13.70

PROFIT (average) \$13.90

Thick board with easels and celluloid protector over jackpots.

Price \$2.46 plus 10% U.S. Tax

TREASURE ISLAND

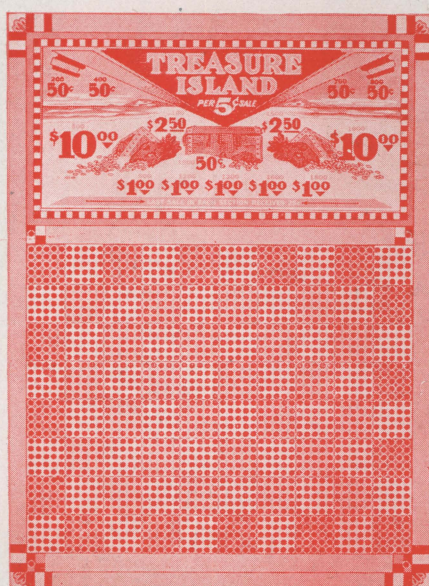
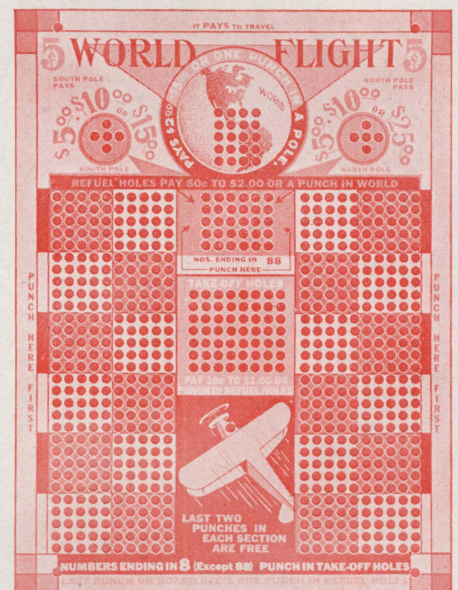
A big board that will prove a treasure to operators. Two \$10 payouts. 2000 hole, 80 sections, 5c sale.

Takes in \$100.00
Total Payout 52.50

PROFIT \$47.50

Price \$5.30 plus 10% U.S. Tax

Thick board with easels



We Sell to Operators Only
Never to Locations

Samples at all Electro-Ball offices. Complete stock carried in Dallas. Overnight delivery to Southwestern points. Transportation paid on \$50 or more net orders.

P. S.—The Texas Centennial Board is still going strong!

ELECTRO BALL CO., Inc.

1200 Camp Street, DALLAS

Fort Worth Waco San Antonio Wichita Falls Oklahoma City
New Orleans Houston



he
MAGIC MUSIC
THE WURLITZER-SIMPLEX DRAWS
CROWDS



AND CROWDS MEAN
MONEY!

Below:

Hunter, pinochle player, successful music operator, **Mr. Edward Hackmann**, 136 E. Florence St., St. Louis, says: *"I'm going to town with Simplex—piling up the biggest profits I've ever known—lining up the best locations I've ever had."*



OPERATORS MAKE BIG PROFITS *Because*

It takes crowds to make big profits in automatic music. That's why operators acclaim the Wurlitzer-Simplex as the biggest money-maker in the field. It delivers the kind of music that draws the crowds.

The sheer beauty, sensational lighting effects and life-like tone of the Wurlitzer-Simplex make people anxious to see it work—hear it play. And when it plays the crowd wants to hear it again and again. No wonder America's most successful operators are enthusiastic over Wurlitzer-Simplex profits. **The Rudolph Wurlitzer Manufacturing Co., North Tonawanda, N.Y.**

Below:

Former owner of several San Francisco taverns—ardent fisherman, who until recently owned a fishing boat and made long ocean trips, **J. M. Pedersen** got his first Wurlitzer - Simplex in 1934 to operate in a San Francisco tavern. Says, *"This instrument made me less trouble and more money than anything else in the place. That's the reason I get business and am still going strong. Am now operating 100 units. Hurry out that order of 25, please."* In the picture, **John M. Pedersen** left, **W. E. Simmons**, Wurlitzer-Simplex Factory representative, right.



Two big operators visit Wurlitzer Factory. *"1936 Wurlitzer - Simplex will make bigger profits, hold better locations,"* said **Morris Margulis**, **Keystone Music Company**, Philadelphia, shown leaning against front fender. At rear of car, left to right, **J. A. Darwin**, Wurlitzer representative; **L. J. Rubinow**, **Automatic Operators, Inc.**, Laurelton, Long Island, N. Y., who said, *"I'll bet my bottom dollar the '36 Simplex smashes all profit records."* ... **Homer E. Capehart**, Wurlitzer Vice-Pres.



**SOLD ONLY TO
OPERATORS**

Right:

No wonder **Dave Marion** of the **Marion Co., Wichita, Kansas** gets the business. No stopping his enthusiasm for Wurlitzer-Simplex. He says, *"I am the most enthusiastic Wurlitzer Booster in the State of Kansas. The 1936 Model is the personification of an operator's dream—the acme of perfection—a real money getter."* Thank you, Mr. Marion—we think so, too.



Right:

G. M. O'Dell, **Hot Springs, New Mexico**, who, with his mother, owns the **O'Dell Hotel and Apartments** in Hot Springs—a live southwestern New Mexico town, where Gov. Tingley is now building a half million dollar crippled children's hospital. **G. M.** operates a nice string of Wurlitzer-Simplex Phonographs—is more than pleased with the 1936 models. Says, *"The tone quality is unmatched—more wonderful than I have ever heard before."*



THE WORLD'S LARGEST MANUFACTURER

1936 WURLITZER-SIMPLEX *Draws the Crowds*

Below:

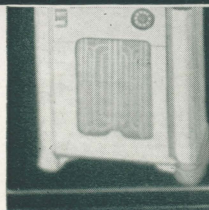
"Wurlitzer-Simplex sells itself to us and the locations. Earnings far in excess of other phonographs we have operated. '36 Model will enable us to control entire area of Central Ohio—will increase our already excellent profits. Replacing other makes with Simplex. Will be operating 100% Simplex within 60 days. Thanks for the excellent service rendered us by Rudolph Wurlitzer

Mfg., Co.," so says Adam Ehmann, Columbus Coin Machine Co., Columbus, O., the genial gentleman just about to start on another Wurlitzer-Simplex profit making tour.



Above: From right to left, Clifford Johnson, G. F. Johnson, Rodney Johnson, Miss Day, Johnny Kage, D. Kellogg (service). Executives, service men and employees of G. F. Johnson Music Company, Portland, Oregon, pose for the Wurlitzer-Simplex cameraman and pass the good word along. After the picture, G. F. Johnson said, "We are most enthusiastic about the new 1936 Wurlitzer-Simplex. It is very splendid and sure to be a good money maker for the operator. Please ship us thirty 412 units as early as possible."

OF AUTOMATIC PHONOGRAPHS



Above:

Besides Alf Landon, Kansas boasts two other candidates for national recognition, Harold Matheny, (at wheel of car), Ray Watson, (standing), of Matheny Vending Company, Wichita, Kansas. Matheny says, "I operate only Wurlitzer-Simplex instruments. After receiving my '36 Models look forward to 1936 as my most profitable year in the phonograph business."

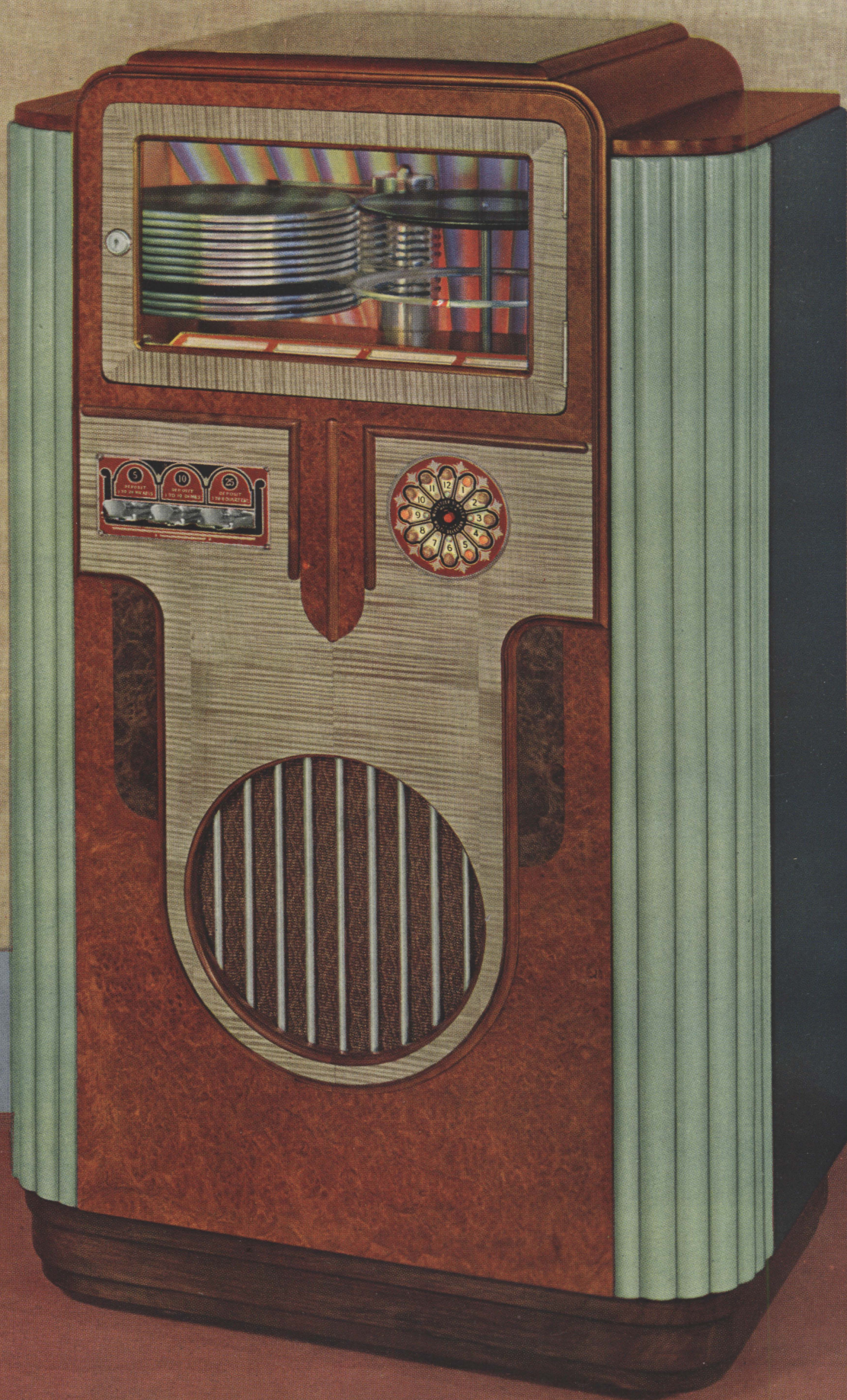


Right: One time big El Paso restaurant owner, now one of the most successful machine operators in the state of Texas, Louis Solomon, General Manager of the National Music Co., Abilene and El Paso, Texas, bought 100 1936 Wurlitzer-Simplex Automatic phonographs because, as he said, "I consider buying of the 1936 Wurlitzer-Simplex a sound investment." In the photograph: Mr. Solomon at left, H. Drolinger, Wurlitzer-Simplex Factory representative at right.

Right:

"You have certainly produced an automatic phonograph with what it takes to make money" says Wolfe Sadikoff of Sadikoff Sales Company, 322 Market St., Chattanooga, Tenn. In the picture, left to right, John Steward, Jr., Hymie Pearlman, Wolfe Sadikoff.





1936 WURLITZER-SIMPLEX

AVAILABLE IN TWO BEAUTIFUL CABINETS...

the walnut model familiar to all operators... the modernistic model illustrated above

CASTING EYES ON NADA

By ONE OF 'EM

It would keep one's neck going, watching NADA members rushing in and out of the Sherman Hotel these days. Bill Marmer, Sicking of Cincinnati, paid Chicago a hurried visit in regard to a new counter game. Markepp of Cleveland (Meyer Marcus) helped those Akron jobbers and operators get up that swell advertising campaign that should build up lots of good-will for pin games in the Tire Town. Speaking of Meyer brings up the point as to why did he sneak in and out of Chicago without calling up a certain party. David Bond, Trimount of Boston, is making a business trip around the country in the interests of Snacks, that unique, ultra modern nut vending machine. S. Carl Mantell, National of Baltimore, better known as Detective Mantell, is working on a mystery that would have S. S. Van Dine's Philo Vance up a tree. Right now Rothstein, Banner of Phillie, is busy looking over seed catalogs, hoping to have a better garden than last year. Commodore J. D. Lazar, B. D. Lazar Co. of Pittsburgh, dropped into Chicago to assure the manufacturers that everything is hunky-dory down in the Smoky City, in spite of the fact they had to use canoes to get about the town during the recent flood. Carl Trippe was certainly a genial host, presiding over the two day grand opening of Ideal Novelty's new and larger quarters in the heart of downtown St. Louis. Looked as if all the operators of Missouri, Illinois and far distant points came in to offer Carl congratulations. One of the outstanding features of the occasion covered the antics of the Firecracker Twins who kept things in a turmoil for two solid days and nights. A certain trade publication editor cussed Henry Ford and Edsel when his car stalled on

Lindell boulevard blocking traffic, thus failing to arrive in time to see Carl's fan dancers perform. And speaking of a bundle of personality, page Mrs. Bowman who is Carl's Major Domo in charge of everything at Ideal. Sound must travel upward because those on the eleventh floor of the Jefferson heard Sam May and Hoelzel, United of Kansas City, shouting at 3 a.m. He said "Send up three bowls of stew." Haw! Haw! Haw! They resided(?) on the seventh floor. Guess everyone got home safely from St. Louis, including Wilds of NADA, Reynolds of Dallas, Klein of Groetchen and others. The Firecracker Twins no doubt got off to a flying start from St. Louis to other points. George Ponser, Newark, won't be recognized when seen again as he has put on so many pounds his suits don't fit. Lou Wolcher says he is going to get back to Chicago in time for the NADA meeting, and speaking of Harry's leap year marriage, Lou claims it wore him out more than it did Harry. It's getting so no one ever knows where an NADA member will turn up next. Bill Helriegel, Keystone of Phillie, doesn't say much, but when he does it's a mouthful of downright common sense. Going a little further, Jim Ashley, American Novelty of Detroit, is just as retiring. It's about time for H. F. (Moseley to you) to drop up to Chicago to renew acquaintances.

VIKING SPECIALTY CO.

530 GOLDEN GATE AVENUE

SAN FRANCISCO

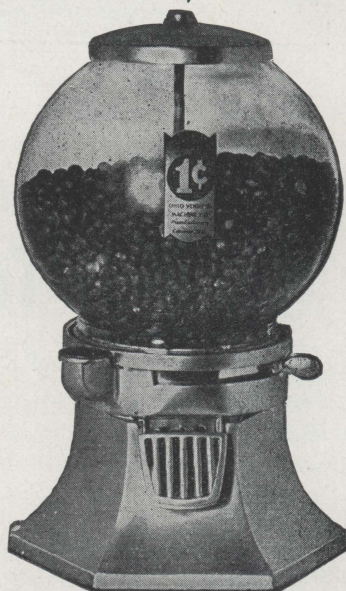
Jobbers Exclusively

Send 15c in stamps for the most complete vending machine catalogue ever compiled.

W. C. DILLON TO REPRESENT
AUTOMATIC WORLD IN
CHICAGO

Effective May 15th, W. C. (Bill) Dillon will be public relations man for AUTOMATIC WORLD in Chicago, serving the manufacturers and advertising agencies. Mr. Dillon is not a stranger to the Chicago boys and he will be pleased to have any one call him at State 8971 in case you have something to talk over concerning our services to you. Bill, as you will want to call him, is a fine fellow and AUTOMATIC WORLD is happy to have made this connection with him.—Editor.

OHIO MODEL, No. 50-A



Ohio Vending Machine Co.
Columbus, Ohio

**LEADERS FOR OVER
38 YEARS**

as MANUFACTURERS

Of Coin-operated Machines

HOME OF THE FAMOUS

"Electric Traveling Crane"

INTERNATIONAL

Mutoscope Reel Co., Inc.

516-20 W. 34th St. NEW YORK CITY

HERE'S AMERICA'S

Most Beautiful
PENNY PLAY Cigarette Machine

**Operators -- Wake Up to
Its Earning Power**

And step up your earnings. GEMS insure a year 'round income from every location. Its America's most beautiful machine, the most popular among operators and the public, and a steady profit producer. Try a sample GEM on our 7-day offer. You'll come back for more.

ONLY

\$12⁹⁵

f.o.b. Chicago

GARDEN CITY NOVELTY CO.
4327-33 E. RAVENSWOOD AVE., CHICAGO





Robert Osterberg to Travel for Ideal

Mr. Carl Trippe of the Ideal Novelty Company, St. Louis, sends word that Mr. Robert Osterberg is going to travel for his company in Missouri and southern Illinois.

Mr. Osterberg is well known among operators everywhere, as he was the first operator in St. Louis on the Keen Ball machines and has been in the business for many years.

The accompanying photograph shows the new company truck which was recently purchased for use on his regular route by Mr. Osterberg, who will specialize in Bally games, the new Fresh'nd-Aire fans made by the Gaylord Manufacturing Company of Chicago, and the new Rock-Ola phonographs made by Rock-Ola Manufacturing Corporation of Chicago.

Mr. Osterberg spent two weeks in Chicago at the Rock-Ola plant learning all about the new phonographs and is in a position to give the operators full details on them. He also spent several days with the representative of the Gaylord Manufac-

turing Company and is well informed on the new air conditioning fans.

ALAMO GOES TO THE COAST BY PLANE

In a most dramatic manner, the first Alamo to reach the Pacific Coast arrived there by special plane from Chicago. It was consigned to Rock-Ola's Los Angeles distributor, the National Amusement Company.

As shown by the photographs, Alamo received a very cordial wel-

M. SWANSTROM NEW ADVERTISING HEAD FOR ROCK-OLA

The management of the Rock-Ola Mfg. Corp. announces, this week, the promotion of Milton Swanstrom to the position of advertising manager of this leading manufacturing firm. Mr. Swanstrom takes over the position formerly held by Mr. Paul S. Bennett.

Milton Swanstrom is well known to the coin machine business. He has been very active in all the Rock-Ola advertising campaigns for several years. He has made many friends among the jobbers, distributors, and operators throughout the country. And we know that all of his friends wish him the best of success in his new post.

Mr. Swanstrom has had an interesting career with the Rock-Ola Mfg. Corp. He has often said that he will never forget those memorable days of World's Series and Jigsaw—when, overnight, the Rock-Ola plant increased their production from 600 to 1400 units per day. And there is no one in the entire industry who does not recognize the remarkable achievements of the Rock-Ola Mfg. Corp. in the rise of the coin machine industry.

This statement also carried the announcement that Mr. N. L. Nelson will act as sales manager of the pin table division at the Rock-Ola plant. Mr. Nelson, too, is well known in coin machine circles and is admirably fitted for his new position.

come after its long journey through the clouds.

Most important of all, Alamo was heralded by Pacific Coast coin men as a pay table that would add greatly to the prosperity of all Coast operators.



Above photograph shows Alamo just as it was taken from the plane, ready to be rushed over to National Amusement Company's headquarters. Jack McClelland, president of the National Amusement, is signing the arrival receipt, as Mr. Paul S. Bennett looks on.

...the **"PAYOUT"** of All Payouts for **TEXAS**
 and the GREAT SOUTHWEST—
PAMCO GALLOPING
PLUGS!!!



24 in.
By
50 in.

Disc
Type
Escalator

JAM-PROOF!

•
UNLIMITED
SINGLE
COIN
CHUTE

U. S. Patent
2029177

Check Separator at No Extra Cost

"PAMCO PALOOKA"

Six Coin Chute Deluxe Pay Table is being RE-ORDERED in QUANTITIES! No further proof is needed. This Bowl-Type Principle of Scoring is FAST! Takes in MORE than Six "bell" Machines! A **\$189⁵⁰** "buy" at

In EVERY location in Texas—Throughout the Southwest—Pamco "GALLOPING PLUGS" is meeting with PREFERENCE. Players LIKE it BETTER and INSIST on playing Pamco "GALLOPING PLUGS"—as MANY as TEN at a time! The Big "Odds" Commutator gives MORE SUSPENSE—there's HUMOR and COMEDY to INTENSIFY its APPEAL. NEW "Modern-to-the-Minute" FEATURES that are DIFFERENT!

TWICE-SIZE ODDS COMMUTATOR
MORE ATTRACTIVE THAN
EVER BEFORE!

CLEVER NEW "HORSESHOE" DEVICE
GUARDS "DAILY DOUBLE"—GRABS
BALL FOR HIGH PAYOUT JUST OFTEN
ENOUGH TO KEEP 'EM COMING BACK
FAST!

TEN PLAYERS AT ONE TIME—TEN
NICKELS PER GAME THRU SINGLE
CHUTE!

ODDS SHIFT WITH EACH FRESH COIN
—OR THRU "SKILL" SHOT AT TOP
OF FIELD TO IMPROVE "WIN" —
"PLACE"—AND "SHOW" HOLES!

A "WINNER" OF A DIME TO \$2 IF
ALL HORSES ARE PLAYED! 70c AND
UP ON "DAILY DOUBLE" AND THE
"FIELD." FULL OF APPEAL!

PAYOUT		
MODEL	—	\$149
TICKET		
MODEL	—	\$159

Electropak Standard Equipment

Order From "PAMCO'S" Exclusive TEXAS Distributor! Write! Wire!

SOUTH COAST

AMUSEMENT COMPANY
M. & M. BUILDING
HOUSTON ★ TEXAS

\$48,000 Worth of New Equipment Installed at Rock-Ola Plant

The accompanying photograph is especially significant for several reasons.

For one thing, it is a graphic example of the increasing importance of the coin machine industry's position in the economic world of the nation. The photograph shows a battery of three huge double-end tenoners which were installed in the Rock-Ola plant on May 1st at a cost of over \$48,000!

To give a good idea of the importance of this tremendous installation at the Rock-Ola plant, it should be pointed out that these are the most modern and high speed production tenoners ever introduced into the wood-working industry. Each of these great machines is run by fifteen sets of motors. And, as far as lumber is concerned, they can do almost anything but talk. Seven or more separate and distinct operations can be performed at both ends of the board at one time. As can be

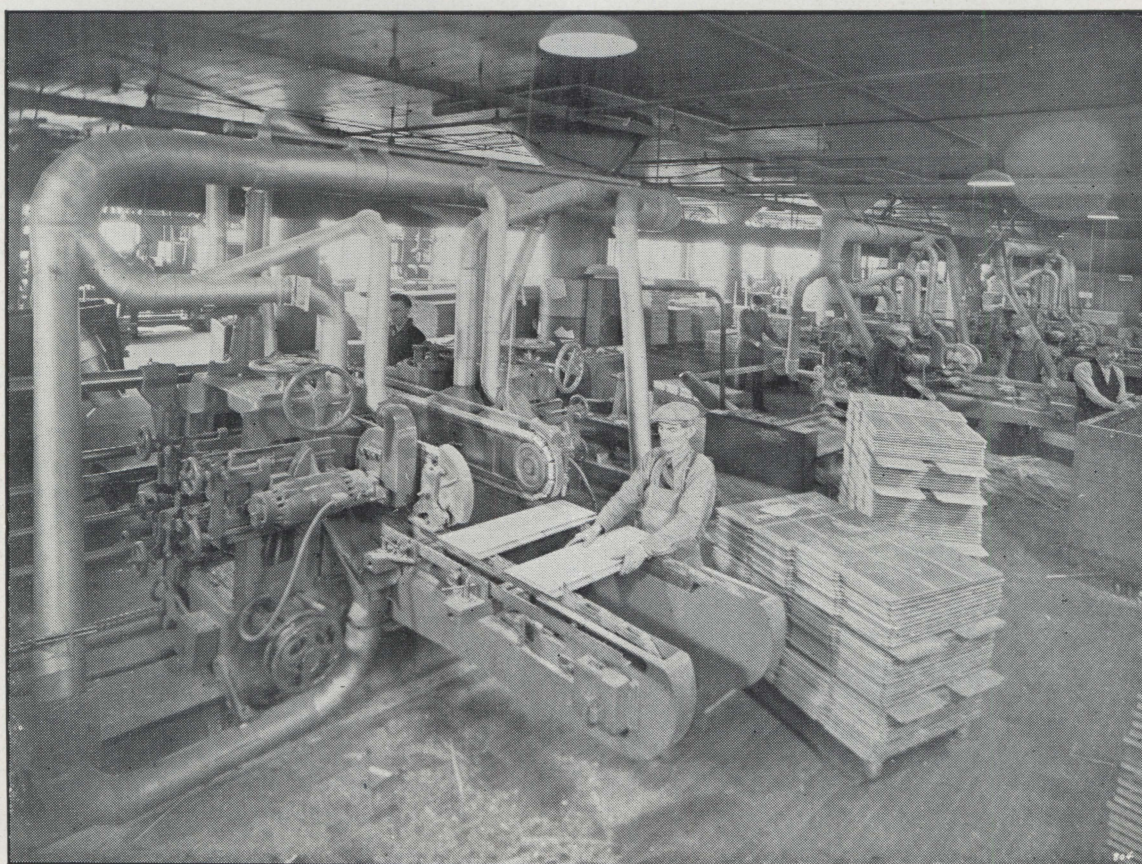
seen from the photograph, both sides of these monster machines are performing these multiple operations at the same time. These tenoners can shape and cut off lumber in one operation—they can cut any number of grooves in one operation—they can rip and shape at the same time—to give you just a few of the operations these miraculous machines are called upon to perform.

Operators will be intensely interested to learn that this tremendous investment on the part of the Rock-Ola Manufacturing Corporation was absolutely necessary in order to meet the terrific demand for the fine cabinets used in Rock-Ola products. This demand is felt most keenly in the heavy, nation-wide sale of the famous Rockola Multi-Selector phonograph.

In this connection, the startling Rock-Ola plant right now, one beautiful fact has been revealed that, at the tiful and highly finished Rockola Multi-Selector cabinet is being turned out every two minutes! An

hourly production record also shows that cabinets for Rock-Ola pin tables and pay tables are being turned out at the astonishing rate of five every minute!

Many coin machine people from every part of the country have had the opportunity to visit the Rock-Ola plant. Every one who has done so has gone away with exciting stories of the mechanical marvels they witnessed. The entire Rock-Ola plant always presents a smooth-running picture of combined efficiency and high speed mass production. Visitors have watched the fast and continuous escalators as they take the finished Rock-Ola products to the packing and shipping department, from where they are speedily transferred to loading platforms and to Rock-Ola's private switching yard. Almost at any time, ten or twelve trucks are to be seen backed up to Rock-Ola's platform. And it is not at all unusual to find fifteen or twenty cars waiting for loads on the private switching track.



Some "Approaches" Which Have Helped Me Get Locations

By A VETERAN OPERATOR

APPROACH is half the battle. Say the right words, in the effective way, when you meet your prospect, and you have a successful interview. Of course, you may not make a "sale" on that call—but you have built well for eventual success.

For example, I have often greeted a prospect like this—

"How would you like to make an additional \$60 a month, without a cent of investment, and no collection worries—net profit?"

The figure, of course, I always adapt to the circumstances—making it an amount which, if the location will give my machines a good break, he really has a right to expect.

Now, when you greet a prospect that way, he can't say, "No," or, "I'm not interested." You know what the answer in his mind is sure to be, "I'd like to mighty well!" Being a sophisticated business man, however, he may say to you, instead—

"Quit your kidding!"

Or, as has happened with me various times, "Sure, I'd like to—or \$1,000 a month!"

I assure the location I am serious, and frankly ask him for some of his time, spent where we can quietly go into the matter.

This build-up is so good that a merchant or hotel man who would have turned the thing down cold, instantly, had I mentioned coin machines in my first words, gives me a real hearing. Of course, he "backs up" a little when the secret is out. However, I only have to press forward, with confident explanation, and my chances of success are very good.

The beauty of this approach is that it is centered right on the basic appeal to a location—profits!

I have used this approach a good many times—

"I have nothing to sell, Mr. Stone, but I can offer you a way to make some fine profits!"

It is music to the prospect's ears to learn that I am not "just another peddler," determined to bludgeon

him into a purchase of merchandise. With that explanation, his guard begins to drop. Then I start talking my proposition.

I find that present locations will help me by permitting use of their names. I approach a prospect something like this—

"Is this Mr. Stevens? Mr. Stevens, my name is _____, and I have dropped in to see you at the request of your friend over in Greenville, Tom Fitts. Tom asked me to send his regards to you."

"How is Tom doing these days?" This is a common reply.

Well, I relate Tom's fortunes; and then swing around to my proposition. By that time, the prospect is acquainted with me, his mood is friendly, receptive. I can count on a courteous hearing.

Experience has convinced me that time spent in pre-approach, learning things about the prospect, having a verbal introduction, such as I have just described, to use, is time extremely well sent. Why walk in on a "cold" prospect, knowing in advance that the latter's immediate reaction will be negative, and that he may take a position which, working hard, you may be an hour in overcoming?

Here is a "trick" approach, but harmless in the little deception you practice on the prospect. You breeze into the store, restaurant, or hotel, and walking confidently up to your prospect say, "How are you, Mr. Pickford? It's mighty good to see you! How have things been going lately?"

The game is to offer these remarks just as though Mr. Pickford was an old acquaintance, whom you joyously were greeting in typical reunion style.

If you do the thing well, Mr. Pickford will not "call" you. Of course, he won't recognize you—but he'll go ahead with attempted pleasant, friendly conversation, meanwhile racking his brains in remembrance. So it is that he becomes friendly in his attitude, mellow. And at the right moment you come out with your real mission.

In real life, Mr. Pickford commits himself to such an extent with his friendly tones and manner that he has to continue to be courteous. You will line him up in a good many cases.

If, finally, he should ask, "Just when did I ever meet you?" you can be indefinite, and pass the question off.

"I'm mighty busy today. I'm afraid I can't see you."

When that response is made, I sometimes come back with, "I'm mighty busy, too, Mr. Simmons! I couldn't give you more than five minutes on a bet!" And then I strike into my canvass.

Of course, such discussions often lengthen out to 40 minutes or an hour. The important thing is to get your man started, and the reply I have quoted does serve that purpose in many cases.

My successful approach to a number of large and very difficult location prospects has been to suggest a "survey." I explain to them frankly that I would like to "survey" their premises and traffic. I agree to spend considerable time, so that my analysis will be an expert one. If results show that we can work together to profit, I'll be glad to make a proposition—otherwise, they'll be under no obligation.

In practice, sometimes it is possible to sell a prospective location on a survey, which, in turn, lines the deal up, when a direct attempt would be doomed to certain failure.

Approach is the thing! And it isn't wholly a matter of what you say, but of how you say it. The coin machine men can be so much of a gentleman, can demonstrate such confidence, that, with his very first words, he gets a favorable reaction. The prospect immediately decides, "This is one man to listen to!"

Always be cheerful—always act as if you were sure the prospect would be glad to talk with you. It isn't an easy thing, this acquiring poise and confidence, but it is vital if one's approach is to be especially effective.



BALLY'S PLANT—WORKING NIGHT AND DAY SHIFTS

BALLY BREAKS OWN PRODUCTION RECORD

Ray Moloney, president of Bally Manufacturing Company, states that the first week of May was the biggest week in Bally's history; and Thursday of that week broke all previous records for a single day's production.

"Of course," Ray added, "I'm counting the production of both the night and day shifts, which we have been running ever since the introduction of Multiple and Hialeah. But even so, when I look back on the hectic days of Ballyhoo, and to the summer of '34—when we served cold lager beer to the boys who were getting out 500 Fleets a day with

the thermometer at 100—and the sensational production records at the peak of the Jumbo run—and, when I realize that we've actually topped those records—well, I'm dog-gone proud of the crew out there in the factory, and my hat's off to the 'old gent' (D. J. Moloney, Ray's father and Bally factory superintendent) for the job he's doing."

LIGHT UP—ON BALLY!

"Relax a while—play pin ball." Stressing the recreational value of pin games—that's how these matchbooks, distributed by Bally Manufacturing Company, tell the story of good will and play-appeal to the public and the industry at large.

By special arrangements with the makers, Bally is able to distribute these matchbooks at cost price, due

to an exceptionally large volume buying contract.

"Orders for the matches are pouring in," says Herb Jones, Bally's advertising manager. "I'm not surprised at the demand, as we are certainly quoting a low price for individually imprinted matches of this type. But what has surprised me is the fact that jobbers are not only ordering matches for their own ads, but are also ordering imprints for their customers. Operators, in turn, are using the matches to advertise their service, and also buying them for their best locations—with the location's ad instead of the operator's. Bally matchbooks have become one of the most popular advertising ideas we have ever put out."

COIN MACHINE INDUSTRY IS RECOGNIZED BY NATIONAL LUMBERMEN

Carrying a message to the business men of the country of the industry's economic importance, the April issue of "Hardwood Record," under the title "Here Is a Real Field for Wood," has the following item on amusement tables:

"Whether we play the ten-ball skill games or not, most of us have watched them in operation or stopped to admire the novelty and attractiveness of their design and construc-

tion. But the real importance of this new industry to lumber, veneer and furniture manufacturers, probably has not occurred to most of us.

"Recently the executive committee of the National Association of Coin-Operated Machine Manufacturers met at the Hotel Sherman, Chicago. At this meeting it was decided that the 450,000 of amusement tables of this type sold and distributed in 1934 and 1935 are now largely worn out or have lost their novelty, or are otherwise obsolete, and must be scrapped and new ones placed 'on location' in their stead.

"It is estimated that more than 15,000,000 board feet of lumber principally birch and maple, or mahogany and walnut veneer, will be required to manufacture the cabinets. Each table requires a cabinet about 2 feet wide by 4 feet long, and a foot deep, set up on 4-inch square posts or legs 4 to 5 feet long.

"Few of the coin machine manufacturers make their own cabinets. For the most part they are made according to specifications, by cabinet or furniture manufacturers.

"It is surprising to learn the extent to which this phase of the amusement industry has grown. It is stated that while yet only five years old, factory employment supported by it in Chicago alone is between 10,000 and 15,000 heads of families."



OPERATORS LAUD STANCOR UNIVERTERS

Pioneers in the manufacture of battery eliminators for coin operated games, the Standard Transformer Corporation receives a number of letters from operators and distributors praising the mechanical construction and performance of this company's Stancor Univerters.

Among the many letters received was one from a prominent Texas distributor. He states: "Since switching to Stancor Univerters, I have not had a single complaint out of ap-

proximately one thousand that I have sold. The operators who patronize us tell us that with Stancor Univerters their games operate better. They like the economical feature of the game using electrical juice only when the game is being played.

"They also tell me that they have considerably cut their operating costs by using Stancor Univerters instead of batteries. In view of the marvelous performance of your power pack, I intend to write to the manufacturers I represent and suggest that they use the Stancor Univerver power pack exclusively."

NEW ORLEANS and LOUISIANA NEWS CONDUCTED BY ADAM LEIDENHEIMER

A brisk demand for all late recordings, even for some that as yet remain unreleased, is one of the surest indications that the phonograph operating business in Louisiana is at season's peak. New machines are being bought daily, according to all big distributing firms in New Orleans, with a trend toward the modernistic type despite the slight price premium over standard makes. Pin games are no exceptions with many new models seen on location throughout the state, best demands probably coming from those sections where oil drilling and strawberry marketing is breaking recent records. Second hand machines are also selling as quickly as they can be picked up but as such a demand has prevailed for some time, the later types are becoming very scarce and selling at only small premiums below market prices of the new games.

* * *

The state ops have been having plenty of trouble with slugs and "funny-looking" nickels though in New Orleans the law has been on these racketeers' trails and have recently broken up one or two nationally-operated rings who have been providing these "ointments in the eye" by the thousands. The state has a strict ruling and several found guilty of placing the coins into pin games, slots and phone boxes have been given stiff sentences.

* * *

Phonograph record salesmen find steady replacement by operators, especially in the larger communities

where most of them are making concerted efforts to keep up with the latest selections. One of the largest distributing corporations here finds the following three selections as their best sellers between the first and middle of May:

"Melody from the Sky," by Jan Garber and orchestra; "It's a Sin to Tell a Lie," by Victor Young and his band, and "Is It True What They Say About Dixie," sung by Frances Langford.

* * *

Two new pin games placed on location since the middle of May in New Orleans are already creating lots of favorable comments about "earning" power. Bally's new Hialeah and Rockola's Alamo are selling as fast as stock arrives. Both machines appear to be equally free from "bugs" and look like they'll be a boon to the service man who would rather sit down and read a book any day in the week.

* * *

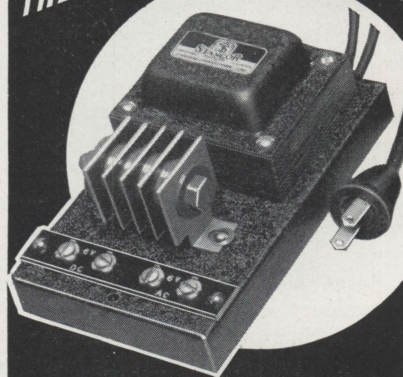
J. Fred Barber, New Orleans office manager for Electro-Ball Company, is taking his first leave of absence since he started the local branch several months ago. Fred heard so many good things about the new Memphis office of the company, opened at the beginning of the month, that he took 10 days off to go up and have a once over. He is due back on May 25.

In the meantime, Burt "Keep Traveling" Trummell has come and went. Since Burt took over the territorial sales representation for Elec-

EQUIP ALL YOUR
GAMES *with*

**STANCOR
UNIVERTERS**

THE ORIGINAL POWER PACK



U-100 — operates on 110 115 volts, 50-60 cycle A. C. only. Furnishes 6 volts A. C. at 1.5 amperes for lights and D. C. for kickers, relays, payouts, etc. Will replace 4 to 5 batteries in series or 8 to 10 batteries in series parallel. Easily installed in a few minutes—all you use is a screw driver.

*There is a
Stancor
Univerver
FOR ALL
BATTERY OPERATED
GAMES*

**STANDARD
TRANSFORMER Corp**

850 W. BLACKHAWK
CHICAGO, ILLINOIS

tro-Ball several weeks ago, he's been on a constant travel getting more than the usual share of phonograph business. Traveling through Tennessee after helping to open the Memphis office, Burt found things in pretty good shape in the Old Volunteer State.

* * *

Ed P. Stern, Southern sales manager for J. P. Seeburg with headquarters in Dallas, finds things running along smoothly. Ed is spending some time in New Orleans but expects to get back to Dallas at the end of the month in time to help the family get settled as they move from Abilene to Dallas where Ed's son will enter Simmons University. Speaking about the Symphonola, and that's about all Ed will speak about, except that great little granddaughter back in Abilene, Ed finds that the two-speaker job is still as popular as the first day it made its auspicious appearance in the South. Frankly, I believe Ed was disappointed to find two of his old buddies, Fred Barber and A. C. Hughes, both out of town.

* * *

Morel Elmer and Arthur Johnson have moved into a new office for operating their pin games, claw machines and gum venders business in

the 500 block of Gravier street. This is within two blocks of New Orleans' main stem.

* * *

R. H. "Mac" McCormick, New Orleans and Dallas manager, Decca Distributing Corporation, has been out on the road now for about three weeks and will hardly be back in town until this is read in print. The office force here are not finding it hard to trace Mac's footsteps because orders pour in daily from the point where he is visiting that day.

* * *

Both operators' associations here are holding meetings regularly, with good attendance and fine discussions that are proving of great benefit to all members. Both are maintaining a fine code of ethics that are being adhered to almost to the man. Complaints are popping up every now and then but these are soon ironed out by the presiding officers in whom absolute faith rests.

At a recent meeting of the music operators, addressed by A. C. Hughes of Dallas, it was decided to maintain the 35 per cent cut to locations and all pledged to keep this commandment. Two more new members were added, bringing the active membership up to close to the 40 mark. President Peres told members of the Association's pledges and thanked all for their fine co-operation with the officers.

Julius Pace, president of the pin game operators, also reports good attendances and almost 100 per cent payment of dues and co-operation in all important matters. The Association recently honored Pace by establishing him as lifetime honorary president. The pin game organization now boasts of a membership rapidly nearing the century mark. The Association is at present closely watching reports that the State Legislature, now in session under a new Governor who is advocating a new deal for everybody, is planning to institute a yearly tax of \$25 a year on pin and claw machines. Opinions seems about evenly divided over the ultimate effects of such a proposal.

* * *

With the Association of Commerce, the garage and parking lot owners of the city and other civic bodies advocating a trial, it looks from here like New Orleans is going to be treated to parking meters. The proposal will be voted on shortly by the commission council, which now seems to be unanimously in favor of immediate installation of several hundred machines in the business

streets where double parking and congestion due to overtime stopping is hurting traffic movements. Lake Charles, Mobile, Shreveport, Pensacola and several more Texas cities also seem ready to join New Orleans in following the lead of Dallas, Oklahoma City and other Southern cities.

* * *

With the opening of the State Legislature on May 12, pin game and music machine operators of Baton Rouge, the state capital, find a sudden sharp increase in play. All have more or less expected this flush of business and have prepared for it with installation of new machines. Joe Hainnes, who operates one of the biggest cafes in the vicinity of the capitol, has installed more than a dozen machines there and an equally large number of other machines in Baton Rouge. Clemmons and Russell, probably the biggest music operating firm there, made a rush call to New Orleans before the sessions opened to get a fresh supply of new records.

✕

VIKING WILL MOVE JUNE 1

Advice has just been received from Einar Wilslev of the Viking Specialty Company, San Francisco, Cal., that his company has purchased a modern, three storied office building located at 530 Golden Gate avenue, San Francisco.

This new location comprises more than 10,000 square feet of floor space, which is reputed to be the largest and finest vending machine headquarters in the entire West, providing every modern convenience to facilitate the prompt and efficient handling of orders. In addition to the entrance on Golden Gate avenue, the building has an automobile entrance on Elm avenue. Stock and merchandise ready for shipment can easily be moved from one floor to another by means of the freight elevator. An enormous bank vault provides an excellent protection for valuable records.

Decorators are now at work finishing the interior of the building. Remodeling plans include a sales room with adequate space for displaying in an advantageous manner every machine handled by this company.

When you visit the Pacific coast, don't fail to call on Mr. Wilslev and his staff and let them show you over their new plant.

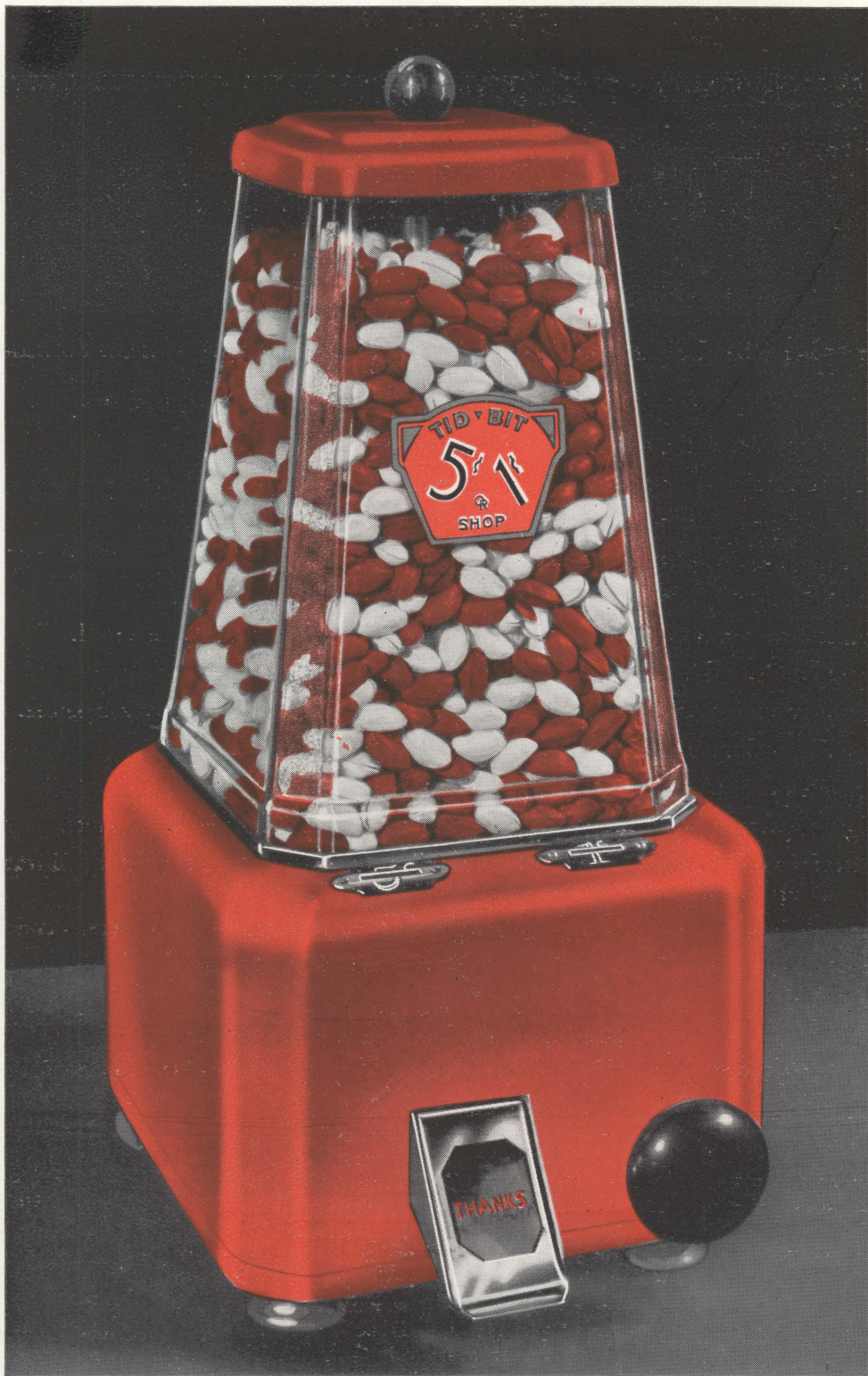
Insist on
STANCOR
UNIVERSAL
IN ALL YOUR GAMES!

They Operate
BETTER-LONGER
and are More
ECONOMICAL!

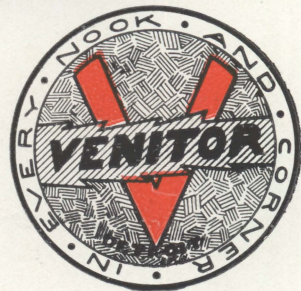
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STANDARD
TRANSFORMER CORP.

850 Blackhawk St.
CHICAGO, ILL.



dependable





TID-BIT SHOPS

NEW \$35,000 "VENITOR"

Endorsed by Experienced Operators

Ultra Modern, Streamlined Bulk Sales Cabinet

Extraordinary Beauty - Superior Performance

■

Exclusive, futuristic, square globe - cannot be twisted.
Bakelite knobs - *first* appearance, fastened securely inside.
Enclosed rejector refuses penny and nickel slugs.
Concealed locks - at no extra charge.
Chinese-tangerine finish - our new trade-color creation.
Mechanism removable without disturbing products - quickly serviced.
Portions adjustable without removing merchandise.
Sturdy 1c and 5c combination mechanism - sizeable parts, easily accessible.
Sells 1c portions and *either* 5 or 6 penny portions for 5c.
Improved delivery assures more uniform portions.
Original "Cartridge Loading" - enables rotating 28 different products.
Lifetime construction - carefully designed, engineered and built of durable materials, properly rust proofed.
Opens new locations, holds old locations, stimulates activity, increases profits.
A full size machine - 7 $\frac{7}{8}$ " x 16 $\frac{7}{8}$ " for all around use.

■

TURN AMUSEMENT MACHINE PROFITS INTO STEADY INCOME

■

*Authorized Jobbers
being appointed.*

Descriptive circular upon request.

*Wholesale
Only*

DEPT. W

VENITOR[®]

CORPORATION

Tid-Bit Shops

Manufacturers

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*We endorse the 9 point program of
National Council of A. M. O. A.*

DETROIT
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*Member Automatic Merchandisers
Association of Michigan*

HORSES

Like an
EQUIPOISE - it's
PROFITS are tremendous!



Buckley's **NEW ODDS CHANGING COUNTER VENDOR !**

BUCKLEY offers you, for the first time in a low priced counter vendor, ODDS CHANGING, the big timely feature that has captured the interest of players the world over. Yes, you have seen the ODDS CHANGING feature before in coin operated games costing seven and eight times our ridiculously low price. ODDS CHANGING is just one of the many marvelous features you get in HORSES!

PLAYERS LIKE THE 4 TO 30 ODDS

HORSES is the perfect counter vendor because it fulfills everything players look for in a coin operated machine. Big rewards is a guaranteed player attraction—and that's what this new BUCKLEY winner gives them. The 4 to 30 odds has definitely proven an overwhelming hit on location.



IF WE CHARGE YOU TWICE
THE LOW PRICE—HORSES
WOULD STILL BE THE BIGGEST
VALUE YOU'VE EVER RECEIVED.

10% Excise tax additional.

Double door and pay register
\$1.50 additional.

\$17.50

HORSES

REAL RACE TRACK THRILLS IN HORSES!

HORSES gives the player many of the real thrills of an actual race track. Here's why HORSES gets a big play. The player inserts his coin, upon pressing a convenient and smooth working lever, all four reels swiftly and noiselessly spin around. As the reels come to a positive jar-proof stop, the player is given the result of his play. The first reel indicates the odds, if the next three reels spell Z-E-V, T-O-P, S-U-E, D-A-N or L-I-L, the player is paid off according to the odds indicated on the first reel. A visible coin chute is your protection against slugs and also shows the denomination of the coin. HORSES vends a ball of gum with each coin played.

CHOICE OF MULTIPLE OR STRAIGHT COIN CHUTE!

The standard model HORSES is equipped with a multiple coin chute, which means that the same coin chute will take a 1c, 5c, 10c or 25c coin or you have your choice, at no extra cost, of either a straight 1c or 5c coin chute.

MAKES BIG MONEY ON BARS AND LOCATIONS!

BUCKLEY BUILT machines are always location tested before offered to the operators. You can readily understand why we get all "Lathered up" over HORSES because WE KNOW what this truly great game does on location. In every instance HORSES piled up unbelievably large receipts. In most cases, the original cost of the machine was taken out inside of one and a half days!

HORSES IS GUARANTEED MECHANICALLY PERFECT—ORDER NOW!

BETTER BUILT BY BUCKLEY is a proven fact. BUCKLEY machines are on location in practically all of the major countries in the world. The same quality construction that goes into the famous BUCKLEY DIGGER MACHINES is put into the manufacture of HORSES.

HORSES IS GUARANTEED FOR LIFE against defective workmanship or defective parts. The very appearance and operation of HORSES reflect quality manufacture.

WE urge you to put your dough right on the nose of this great BUCKLEY vender. Never have you been offered an opportunity to invest your money in a proposition that yields such tremendously large returns. Order one, five or one hundred right now! Regardless of what quantity you order, we know that HORSES itself is its own best salesman!

GUARANTEED IMMEDIATE DELIVERY!



BUCKLEY MANUFACTURING CO.

2160 W. WASHINGTON BLVD. CHICAGO, ILLINOIS

FULL PROTECTION ON BALLY'S RAY'S TRACK

Bally Manufacturing Company's long awaited Ray's Track horse-race game is now in full production, according to an announcement recently made by Jim Buckley, Bally's sales manager.

"We have swung into production," Jim stated, "without much hullaballoo of publicity, because we've got a full time job on our hands for some time to come, filling the tremendous back-log of orders that have piled up since the Show. But I want every one of the many distributors and jobbers who have ordered Ray's Track to know we are working night and day to meet the demand.

"First reports," Jim added, "prove that our claims of greater earning power have been conservative. The exclusive Daily Double feature, whereby listed odds are more than doubled at surprise intervals, is proving tremendously popular with players. And the quiet trouble-free operation is making a big hit with operators and locations alike."

ARE PENNY MERCHANDISERS PROFITABLE TO OPERATE?

The above question can be answered in one word and that is "Yes."

Dave Robbins of D. Robbins & Co., Brooklyn, N. Y., started in the coin machine business by operating a route of peanut vending machines. Several years later, when he sold his route and entered the jobbing and manufacturing end of the industry, he received for his route a great deal more than what the machines originally cost. An "established" route of venders has a great "good will" value, as such machines earn a steady and dependable income. Many operators have inquired regarding the the profits to be made on the various items which can be vended in the "2 in 1" vender, Robbins' new double column penny merchandiser.

The following items will net the operator an average of 30c profit per pound, after paying from 25 per cent to 30 per cent commission to the merchant and after paying for the merchandise. Salted peanuts, pistachio nuts, chocolate peanuts, mixed nuts, cashew nuts, candy and toys, sun flower seeds, pumpkin seeds, etc. The "2 in 1" vender vends two different items from the same machine. The average machine sells about two pounds of each

item weekly. The operator should therefore earn at least \$1 weekly profit for each "2 in 1" vender that he owns.

Dave Robbins stresses the point that it pays to use only the best grade of merchandise, as vending machines usually cater to the same customers year after year and the customers must be assured that quality products are always obtainable from the machines they patronize.

D. Robbins & Co. claim that they have secured a great many orders for their "2 in 1" venders from pin game operators, who are adding these merchandisers to their routes. While servicing pin games, it requires only a few minutes additional time to service the "2 in 1" vender, which is located in the same store with the pin game.

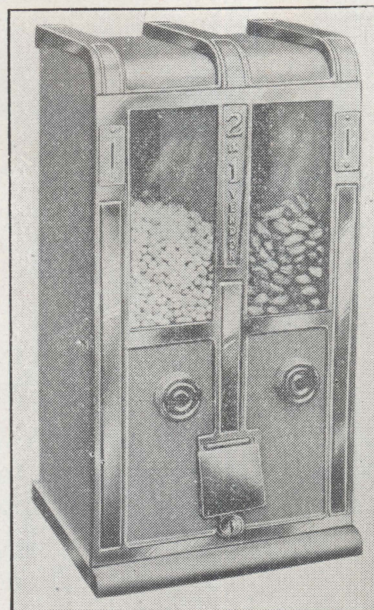
D. Robbins & Co. will be glad to answer any further questions regarding the profitable operation of penny merchandisers.

NEW PLAN STIMULATES SALE OF STICK CHEWING GUM

D. Robbins & Co., Brooklyn, N. Y., manufacturers of the 1c double column chromium plated stick gum vender, are furnishing labels to purchasers of these machines. The labels read as follows, "Notice! This wrapper is redeemable for 2c in trade at this store." The operator pastes one of these labels on every tenth stick of gum which he places in the machine. Thus, 20c in trade is given away on every 100 sticks of gum sold. As the operator's cost for the gum is only 25c per 100 sticks, the operator's profit is 30c net on each 100 sticks, after paying 25 per cent commission to the merchant. Dave Robbins says that many operators of the double column stick gum vender are using this new "stimulating" plan and have found that it almost doubles the sale of gum.

DISTRIBUTORS TAKING ON ROBBINS' 2 in 1 VENDER

D. Robbins & Co., Brooklyn, N. Y., manufacturers of the new "2 in 1" vender report that some of the largest coin machine distributors in the U. S. A. have already signed up for exclusive selling rights for their beautiful, modernistic, bulk merchandiser. The slug-proof coin slots plus absolute water-proof construction, appeal particularly to the experienced operators and distributors.



According to the enthusiastic manner in which the "2 in 1" vender has been received and according to the large orders placed, it proves beyond a doubt that merchandise vending machines have "come back" stronger than ever. Quantity shipments of the "2 in 1" vender will commence in about ten days Dave Robbins said.

Both a 1c and a 5c model are being manufactured.

Harry Drollinger flew to St. Louis recently to attend a banquet given by Walter Guemersheimer, Wurlitzer representative for the state of Missouri. Homer Capehart, vice-president of Wurlitzer, was also there. The banquet was given for all Wurlitzer ops in Missouri and their families.

England has a fleet of motor "cafes" that travel its busiest highways night and day.

*America's Most Practical
Bulk Merchandiser*

Robbins'
2 in 1
VENDOR

D. ROBBINS & CO., MFRS.
1141 DEKALB AVENUE,
BROOKLYN, — N. Y.

Now READY

"GRAND SLAM"

A SENSATIONAL Multiple-Slot, Odds-Changing 1-Ball Payout Game by KEENEY!

GRAND SLAM is unquestionably the "buy of buys" in payout games—more for your money than is offered in any other game—more player appeal, more improvements, more of EVERYTHING!

Operator's
Price

Write, wire
or phone

\$127⁵⁰

F.O.B. Dallas
or Electro Ball
Office nearest
you

ELECTRO BALL CO., INC.

1200 Camp Street—DALLAS

Fort Worth

New Orleans, La.

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Oklahoma City, Okla.

Houston

Memphis, Tenn.

Wichita Falls

ELECTRO-BALL FEATURES 'RITHMATIC AND AUTO- PUNCH GAMES

Electro-Ball Company, Inc., with headquarters in Dallas, are featuring two new counter games by Daval Manufacturing Company, which they believe are the greatest of their kind to have ever appeared in the coin machine industry. The two games are Auto-Punch and 'Rithmatic.

S. H. Lynch of Electro-Ball saw these two games previous to their entrance into production at the Daval factory in Chicago and was one of the first who suggested that both games be immediately made ready for the big outdoors season. He believes that operators everywhere throughout the South and Southwest will find these games unusually profitable during the summer months and is certain that they will continue as money-makers into the fall and winter seasons.

Auto-Punch is unique from the standpoint that it is the first true automatic payout punchboard game which has been introduced to the coin machine industry.

It incorporates all the modern games features and encases them in

one of the most beautiful cabinets which the industry has ever had. The mechanism is simple and yet sturdy to the point where the factory has unconditionally guaranteed the workmanship.

The top of the game has a light-up arrangement. As the player inserts the punch three numerals light up. The combinations for automatic payoff are very simple. If the player can get the three red lights or 250, he is entitled to a free punch in the Gold Award or Jackpot compartments on each side of the regular large compartment. Here he can win as high as \$2.00 plus the \$5.00 Gold Award, which means that he can get \$7.00 for the investment of a nickel.

The game is being called a "life-time money-maker" by all who have seen it. Everyone has been impressed by its ability and its unusual method of play.

Auto-Punch, Electro-Ball Company, Inc., report, has been tested for a long period of time on various locations by Daval Manufacturing Company previous to release on the market. Locations where the machines have been placed have demanded that the game remain. It was actually difficult for the engineers to remove

the game from many locations due to its great earning power and the enthusiasm of the proprietor.

The same is true of 'Rithmatic, which is called "the first really original counter game at a popular price the industry has ever had." Here the operator has a machine that actually captures play on location due to the fact it is mathematical wizardry in machine form. Some call 'Rithmatic "the game with human intelligence."

No scorecard is necessary. All that the player or the location need remember is that the answer to the problem presented by the machine must be correctly answered to gain the award. The machine presents simple problems in arithmetic. It adds, subtracts, divides and multiplies. It has four active and one stationary reel.

"The machine is one of the most beautifully designed this industry has ever had," says Mr. Lynch. "The body is colored in pastel orange, with the base in black and highly polished gleaming aluminum striping. The game is easy to understand. The play is suggested for the penny, so that everyone will get to it on any

(Continued on page 62)

Bally's

RAY'S TRACK

The ONLY Race Game

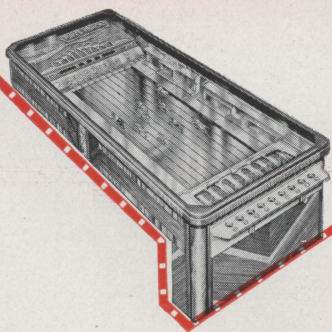
WITH

DAILY DOUBLES!

Extra Surprise
AWARDS!

**BIG
ODDS
EVERY RACE!**

Licensed by
Ace Pat. Corp.
(Pat. No. 2,010,966)



NO MECHANISM below the dotted line! "Race-game grief" and frequent parts replacement are eliminated by this amazing simplicity.

WIRE
FOR
PRICES

BIG WINNERS! That's the secret of success in this business! And that's why smart operators everywhere are switching to RAY'S TRACK—the only race-game with DAILY DOUBLES, whereby the regular odds (20-to-1 top) are boosted to a big juicy 50-to-1 surprise award! This revolutionary feature alone will pour hundreds of extra dollars into every RAY'S TRACK cash-box on your route! Act at once to tie up the choice race-track territory with RAY'S TRACK—the race game with 30 PER CENT GREATER EARNING POWER!

AN EXCELLENT EXCLUSIVE TERRITORY PROPOSITION Is Available for LIVE-WIRE OPERATORS

Ray's Track on Display at All Automatic Amusement Company Offices

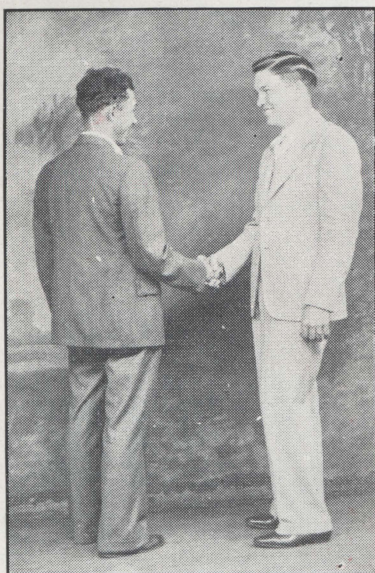
For Money-Making Territory Proposition Write Fully Territory You Are Interested In

S. L. STANLEY, 682 MADISON AVENUE, MEMPHIS, TENNESSEE

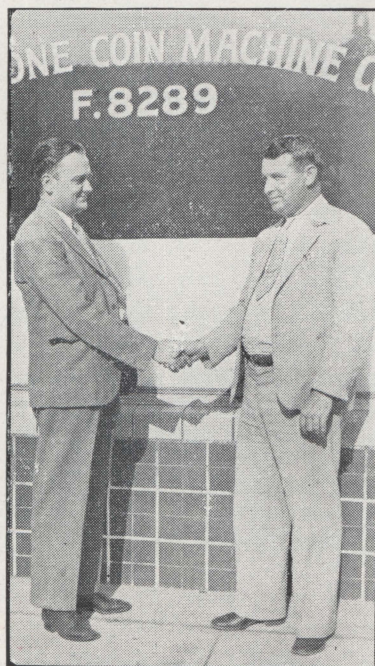
Exclusive Factory Distributor for RAY'S TRACK in States of Alabama, Arkansas, Louisiana, Oklahoma, Tennessee, Texas

Fisher Brown and Affiliated Firms

Celebrating 1936 Multi-Selector



Mr. Melvin Mallory (in the light suit) is shaking hands with one of the phonograph customers of the Louisiana Amusement Company. Mr. Melvin Mallory is manager of this well-known Southwestern firm.



Mr. R. Warncke, of the Santone Coin Machine Company, San Antonio, Texas, shaking hands with one of the men in his employ.

IN THIS group of pictures are shown the most prominent members of the Southwest coin machine world. Fisher Brown and his great organization are known to every operator in the Southwest.

The occasion for this great get-together of coin machine celebrities is a celebration in honor of the tremendous reception that Southwestern operators are giving the 1936 models of the famous Rockola Multi-Selector Phonographs. And all of the coin machine people photographed have played a very important role in presenting Rockola Multi-Selectors to the operators in the Southwest, and in putting over these fine instruments in such a grand manner.

Officials of the Rock-Ola Manufacturing Corporation have very forcefully expressed their appreciation to Fisher Brown, Stelle & Horton, Santone Coin Machine Company, Louisiana Amusement Company, for the very fine job they are doing in putting over Rockola Multi-Selectors throughout the Southwest!



Fisher Brown shaking hands with his general manager, Mr. H. E. "Herb" Wedewen. Mr. Brown and his manager are congratulating each other on the marvelous success they are having in the sale of Rockola Multi-Selectors in the Southwest.



This photograph was snapped as a recent shipment of 116 Rockola Multi-Selectors was delivered to Fisher Brown's headquarters at Dallas. Mr. Brown and his entire force are shown.

What the Associations are Doing

*A Regular Monthly Review
of Association Activities in
the United States*



*Edited by
ERNEST W. FAIR*

The New Jersey Amusement Board of Trade staged a banquet and ball, Sunday, May 12, at the Hotel Douglas in Newark, N. J., which was one of the largest of its kind ever held and was the first get-together of all coin men in the entire state of New Jersey. One of the purposes of this affair was to outline plans for public recognition of the advantages which the industry offers. The contention of the New Jersey Amusement Board is that people should be made familiar with the pleasure and benefits derived from the products of this industry.

Location percentages have been cut to a maximum limit of 35 per cent following a recent meeting of the New Orleans Music Machine Operators Association. Former operators who would not line up with the previous plan and were operating under 50-50 agreements have joined in.

Among the newest associations is the Coin Machine Operators Association of Dade County, Fla., of which W. D. Bartlett is president. Other officers are George Buchanan as vice-president and D. F. Saxon as treasurer.

The Amusement Machine Operators Association of Washington, D. C., is also another new association. Temporary officers include: Melvin Mandell, president; Hirsh de La Viex, secretary; and John Stephanos, treasurer. In his inaugural address President Mandell declared, among other things, that absolute cooperation with the police department was essential.

Naturally this writer viewed with considerable interest the discussions

of the Texas operators when at their San Antonio annual convention they presented the pro-and-cons as to the advisability of employing attorneys for legal advice concerning the matter of combating the unfavorable publicity which has been given the vending machine industry. One idea given special prominence was that of presenting to the public the angle of the coin machine industry as a legitimate business and not as a racket.

For the last three years, chiefly in these pages, the writer has been advocating such efforts but chiefly along the lines of advertising and other promotional efforts. There is no doubt but what this is the job of the associations' and not the individual operators. Of course, however, the associations can never accomplish anything in this direction until all operators, everywhere, take part in association activities.

Those association men whom we have contacted of late seem to think that such efforts lie along two paths: (a) Advertising to build public acceptance of the coin machine as game devices, (b) Housecleaning within the industry.

Roy Jones, president of Operators Amusement Company, Dallas, made a trip to his Jefferson City, Mo., office and a tour of East Texas. Reports that his company is doing a big business in Oklahoma and that the Missouri office is likewise showing big increases. He recently added the Stoner Corporation game Turf Champ to his lineup and expects a heavy sale from it.

RECORD DEMAND FOR HORSES

True to the prediction of Bill Woollen, sales manager of the Buckley Manufacturing Company, this firm's sensational counter game, Horses, has broken all records for counter game sales.

Mr. Woollen stated, "When we announced Horses several weeks ago, I made the prediction that this odds changing counter game, so ridiculously low priced at \$17.50 would go over big with the operators. The unprecedented demand for this game is easily understood. Horses is a swell game for the players because it affords them all the thrills of real race track betting."

"Here's why Horses gets a big play. The player inserts his coin, upon pressing a convenient and smooth working lever, all four reels swiftly and noiselessly spin around. As the reels come to a positive jar-proof stop, the player is given the result of his play. The first reel indicates the odds, if the next three reels spell Z-E-V, T-O-P, S-U-E, D-A-N or L-I-L, the player is paid off according to the odds indicated on the first reel. A visible coin chute is your protection against slugs and also shows the denomination of the coin. Horses vends a ball of gum with each coin played."

PIN GAME CHECKS

FOR

Payout Tables, Pin Games, Bells, Jack Pot Games, etc.
Highest grade brass, accurately milled and uniform in size and thickness. Furnished in either the No-cash-value or Trade. Solid or with holes.



	1c	5c	10c	25c
5000	\$4.50 M	\$5.00 M	\$4.50 M	\$6.00 M
1000	4.75	5.50	4.75	7.00
500	3.00	3.50	3.00	4.50

Nickel plated checks add \$1.00 per M to above prices
Terms—One-third Cash—Balance C.O.D.

SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.

*America's Most Practical
Bulk Merchandiser*

Robbins'
2 IN 1
VENDOR

D. ROBBINS & CO., MFRS.
1141 DEKALB AVENUE,
BROOKLYN, — N. Y.

Operators Agree THAT ELECTRO-BALL Super - Reconditioned GAMES ARE BEST

We take the games down, and really rebuild them. Working parts are adjusted and oiled, and replaced when needed. New plunger rubbers are supplied. New batteries. Exterior finish is made new and attractive. The re-assembled game is then tested and double-checked.

Ask for our latest list of all kinds of coin-operated devices. We save you money!

**WE SELL TO OPERATORS ONLY
NOT TO LOCATIONS!**

ELECTRO BALL CO. Inc.
1200 Camp, DALLAS

ELECTRO-BALL FEATURES "RITHMATIC AND AUTO- PUNCH GAMES"

(Continued from page 58)
location. The payout has been carefully gauged and meets with the demand of the operator."

Electro-Ball Company, Inc., at Dallas and every one of their branch offices have these machines ready for delivery. Reorders to the factory have already been wired and large quantity deliveries can be immediately made. The machines are now one of the leading features of the firm.

ELECTRO BALL CO. OPENS HOUSTON BRANCH

We are advised that Electro Ball Company has opened a branch office at 706 Fannin avenue, Houston, Texas. The manager of the new office will be Han von Ridte. Operators will find a full line of the Electro Ball Company's equipment which they distribute in the Southwest. No doubt Mr. Von Ridte will be glad to have those of you in the southern part of the state visit the new office.

"We cannot expect our industry to have any respectability," one association secretary writes us, "until we acquire that respectability. Far too many machine operators today consider their business a racket—and if we consider ourselves as 'racketeers,' even respectable ones, how can we expect the general public to think otherwise?"

House-cleaning is of course a big job. How to go about it is another thing from just saying that it should be done? We all have ideas about what should be done—suppose you, Mr. Reader, sit down rite now and write me a letter telling me about them? I'll be glad to present all of these ideas in an article in those pages at the earliest possible moment.

Just write this department editor, Ernest W. Fair, either in care of THE AUTOMATIC WORLD or at Box 4547, Oklahoma City.

The N.A.C.O.M.M. has been doing remarkably fine work in prompting the interests of the coin machine industry. One of their recent successful efforts included spreading the message of the importance of the industry to the lumber and wood-working industries and trades as well as the glass, electrical, furniture and and other industries.

A. B. T. MFG. CO. AND THEIR "BIG GAME HUNTER"

One of the truly great devices of all times is A.B.T.'s Big Game Hunter. Over 60,000 machines have proven that this device is one of the best investments possible in coin operated equipment. Although it has been on the market for a good number of years, its appeal and novelty is as fresh as the day the very first one was purchased. Hardly a day goes by at the A.B.T. plant that they do not get a large number of volume orders for their Big Game Hunter.

The Big Game Hunter is being produced in their three shots for a penny model or three shots for a nickel model. Because of its novel and entirely different idea, Big Game Hunter may be placed in many locations inaccessible to ordinary counter games. Big Game Hunter is conveniently sized so that it takes up a small space on the merchandise counter. It is so devised that it is almost impossible to get out of order. The A.B.T. firm announces that further information about the Big Game Hunter will be sent to all operators who request it.

GEE WHIZ!

WHATTA AUTOMATIC PAYOUT COUNTER GAME THIS IS!

YOU INSERT THE COIN  A BALL APPEARS ON THE PLAYING

FIELD  YOU AIM FOR A POCKET LIKE THIS  AND

THE BALL SCOOTs ON ITS WAY TO A KICKER ... IF IT HITS

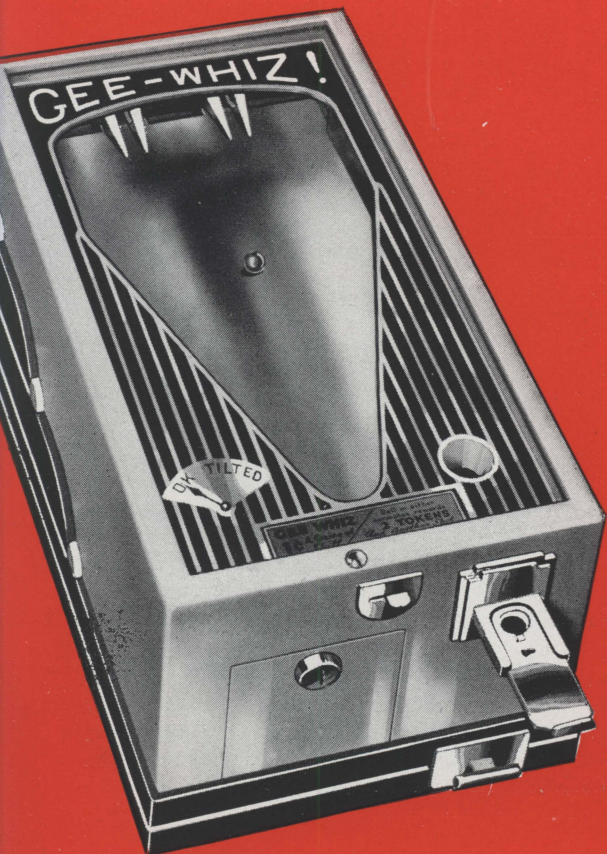
AGAINST HERE  YOU AUTOMATICALLY GET THE WINNING

AWARD  IT'S THE "DOGGONEST"  GAME YOU'VE EVER

SEEN AND THE PLAYERS  GET A BIG KICK OUT OF IT 

BECAUSE IT LOOKS EASY TO BEAT . . . BUT MANY TIMES

THEY END UP BY SAYING "GEE WHIZ"!



**A GREAT-NEW
AUTOMATIC PAYOUT
GAME AND IT'S
ONLY \$19⁵⁰**

**WESTERN EQUIPMENT
AND SUPPLY CO.**

925 W. NORTH AVE.

CHICAGO, ILL.

NEW JENNINGS MACHINES BRING BRISK ACTIVITY

One morning recently a reporter was in the office of O. D. Jennings talking over general business conditions, when all at once there was a lull in the busy routine.

Heads looked up in surprise. Quick questions swept through the office. Clacking typewriters were silent. The teletype ceased its chattering. Switchboard service was temporarily suspended.

And then I heard the cause of all this.

From the innermost depths of the factory came a new high-pitched note in the drone of heavy machinery. The air crackled with excitement. And from desk to desk jumped the whisper, "The new machines are coming through!"

A few weeks ago at the anniversary party of the O. D. Jennings Company, hundreds of operators viewed these new machines. Ever since then the factory executives have been directing tooling up proc-

Tell the advertisers you saw their ad in AUTOMATIC WORLD



The **FINEST BATTERY
ELIMINATOR MADE YET
THEY COST YOU NO
MORE! *Insist on*
STANCOR UNIVERTERS
IN ALL YOUR GAMES!**

**STANDARD
TRANSFORMER Corp.**

850 BLACKHAWK ST.
CHICAGO, ILLINOIS

esses. New mass production methods of assembly were evolved. Efficiency experts studied each motion of each man to cut down waste motions. Like a fast racing car, the production department was stripped down to the bare high-speed necessities. Yet, through all this the instructions given to each man was not to economize, not to hurry, not to make haste, if it would interfere in any way with the high quality which operators have come to expect of the Jennings Company.

The one morning last week the switch was thrown. High-speed punch presses with the battering force of pile-drivers went into action. High speed drill presses whirling at thousands of revolutions per minute bit their way through tempered steel. Throughout the factory double time production had started!

And though this was a momentous occasion as attested by the sudden silence in the office, no ballyhoo, no blaring of horns, no heraldry announced it. It was done in the fashion old friends had come to expect of Mr. Jennings—quietly, efficiently, without pomp or display.

All at once the office force resumed its activity. It seemed that each person realized his or her responsibility, and was eager to do the part allotted.

I remarked at this spirit, but Mr. Jennings simply smiled and said, "You will find that all companies which have been in business many years take a generous attitude of understanding towards their employees and the customers, and thereby build up an 'esprit de corps' not found in a younger, less immature organization."

And it is this attitude which Mr. Jennings feels is largely responsible for the success of the Jennings Company. He related how he has seen many manufacturers spring up with mushroom-like growth, only to fade away because they did not try to understand the problems of their customers. That—and lack of experience.

The value of experience, he believes, is most important. In all lines of industry, most manufacturers work with practically the same tools, the same raw material, about the same type of labor, under similar working conditions. But all these are merely physical tools of production, he feels, unless supported by experience. As he said, "The best experience belongs to the pioneer. The pioneer, because of his early trials and difficulties derives

the greatest amount of experience, and in most instances a proportionately generous amount of success. And as I left the spacious four-story structure set in the beautiful grounds where Mr. Jennings' dogs romped at play, I could not help but feel that there was a great deal of truth in this.

And I began to understand why they recorded such a sudden demand for games such as their Flicker, Redman, Baseball, Daily Limit and the new Chief with the independent jackpot.

Games of this type indicate the new trend of construction in machines. This is toward allowing the player a little more latitude in the exercise of his skill. For instance in Jennings Flicker, the player may better his chance for a high score by directing all his shots at a skill hole located at the top of the board until he has the combination desired. Flicker also indicates the new swing toward the bell machine principle of appeal in automatic tables. The three columns of symbols on the lightup board resemble very closely the reels on a bell machine.

Another type of game allowing the player greater opportunity to use his skill is found in the Jennings Baseball machine. This type of game takes the player out of the bleachers and puts him into the batter's box. It gives him the feeling that he is not an onlooker, but an actual ball player. Machines which do this, are very likely to become popular, especially when based on sport. The idea can be followed out almost indefinitely in all lines of sports. By the way, why doesn't someone make a swimming game? We've never seen one of those. It could be made very realistic by filling the cabinet with water!

Coin machines are also coming out with new play principles, it seems. Take, for instance, Jennings new Chief with the independent jackpot. It is said that this type of machine increases jackpot possibilities 1200 per cent. It allows the player to take his choice of playing for the jackpot or for the smaller combinations. No doubt many operators will be interested in seeing how these new play principles work out.

All of this indicates a forward movement in the coin machine industry. And with the experience of 30 years to guide them, the Jennings Company feels that they will play an important part in introducing the new principles.

DOGGONE' GOOD MACHINES

new idea!...an
INDEPENDENT Jackpot
in the famous "Chief".
gives the player a
chance to outguess the
machine! It's the
machine of the future.
ggest profits will be
earned by operators
who introduce it first.
clip and mail the cou-
on inside for prices
and details on free trial
plan.



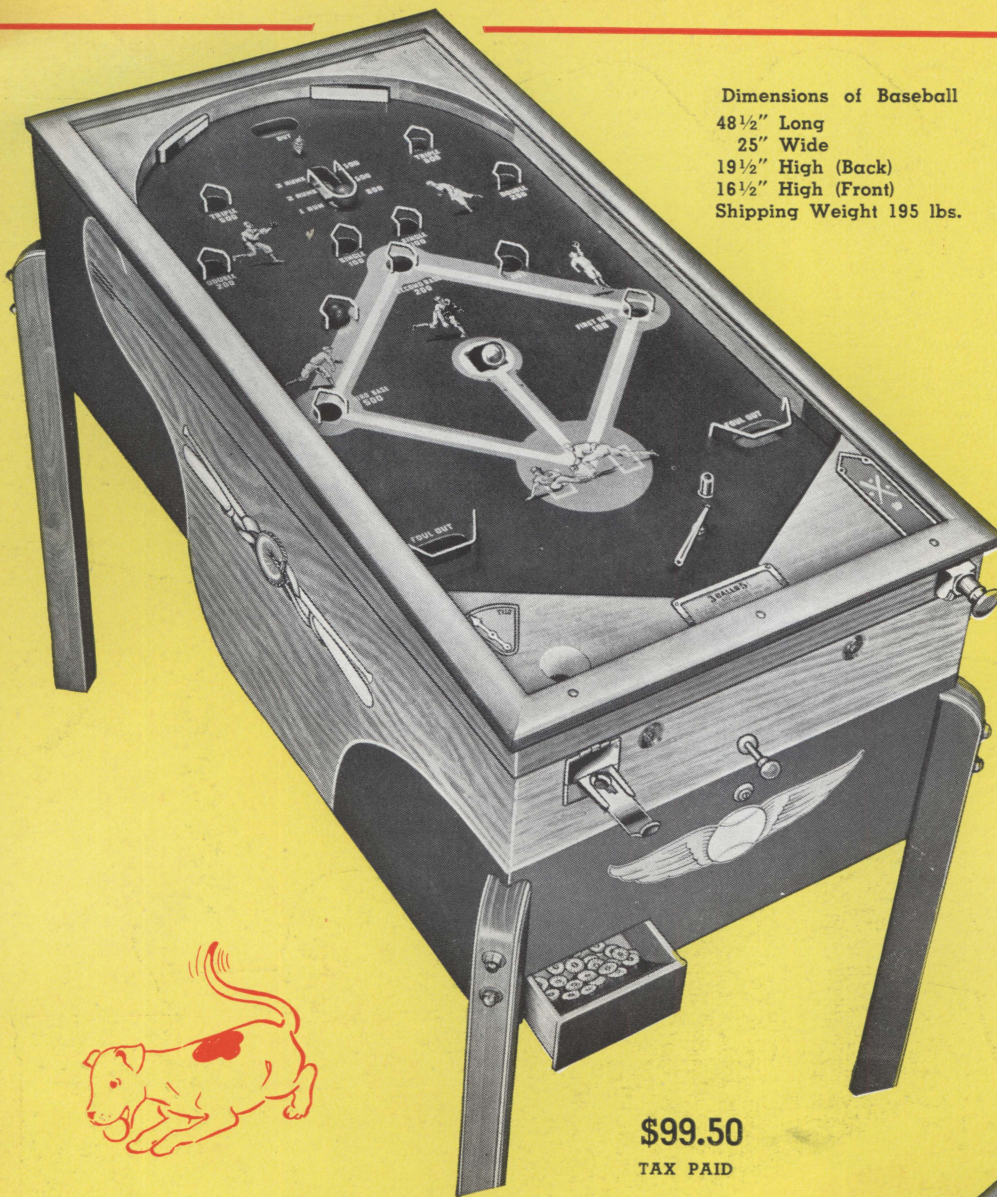
Dimensions of Baseball
 48½" Long
 25" Wide
 19½" High (Back)
 16½" High (Front)
 Shipping Weight 195 lbs.

Baseball

3-Ball, automatic pay table.

You're in the batter's box. The pitcher winds up. You snap the plunger. Whack! The ball sails for a single, double, triple, home run . . . or out! And you collect accordingly on each of the three balls.

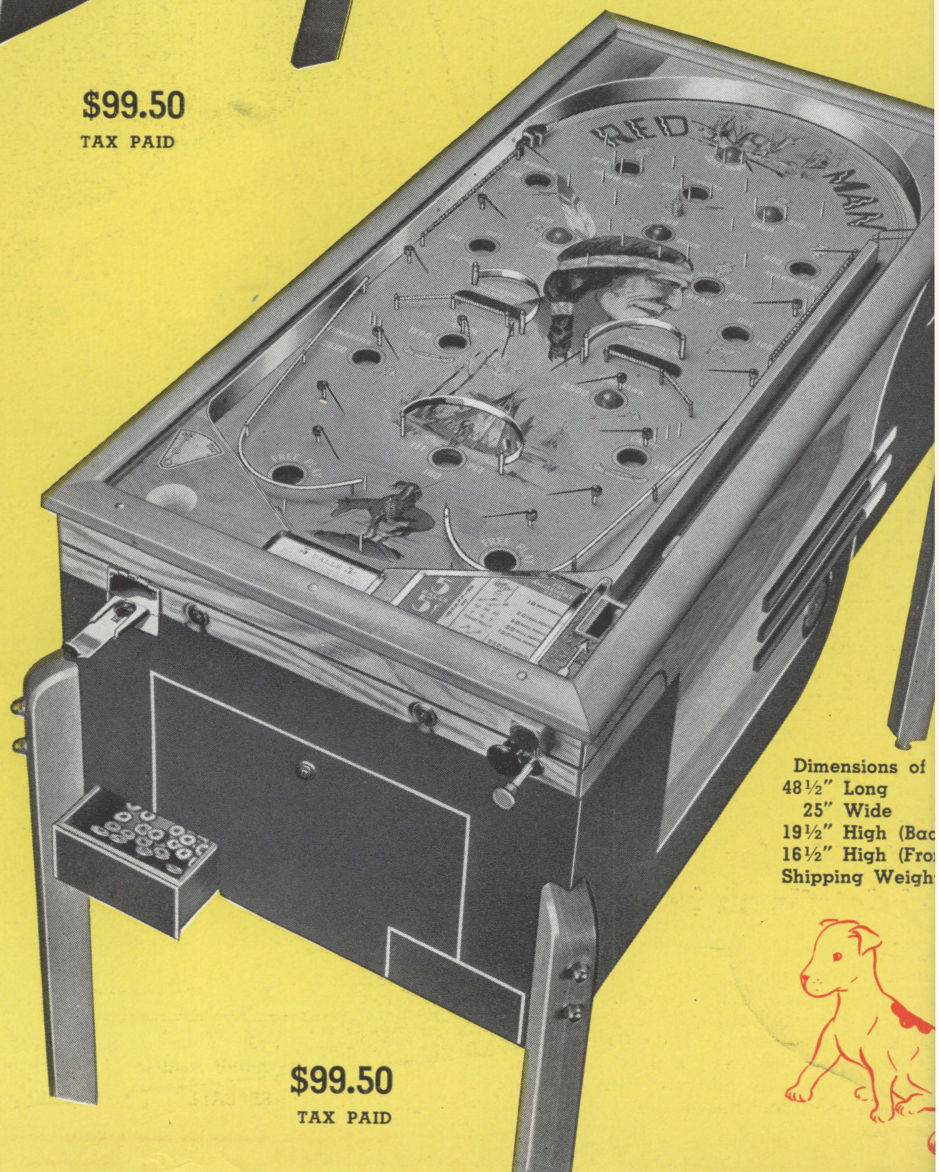
All the excitement of the world series built into an attractive but reasonably priced game. Ticket unit at small extra charge. Shall we send you full details? Use the coupon.



\$99.50
 TAX PAID

Redman

All the color of the Arizona desert! . . . The glamor of the west! Packed into a beautifully built 5-ball automatic pay table. Step up to the "Red Man", Flick the "trigger-action" plunger. Lazily, the ball floats around the board, seems to rest a moment against a "lazy-action" spring, then gently resumes its leisurely course down the board until Action! Ticket and payout unit at small extra cost. Delivery at once. Write immediately for details on free trial plan.



Dimensions of
 48½" Long
 25" Wide
 19½" High (Back)
 16½" High (Front)
 Shipping Weight

\$99.50
 TAX PAID

Flicker

Something new! Scrambled lights . . . juggled up and down . . . forming a pattern six times out of ten! and played with or without pin game features.

Here is an amazing 4-ball pay table, with everything you wish. An all-purpose game! For every type of player! And every type of location!

Imagine a game adjusted to the peculiarities of all players and all locations—with the appeal of a Bell machine! A coin placed in the chute sets the lights flickering. Should an unfavorable combination appear, it may be changed by the skill of the player in shooting at the skill pocket. It's an all skill game. And, as such, is ideal for opening up new territory. This is especially true when you take into consideration the fact that it may be equipped with a ticket unit at a small extra cost.

How It's Played:

On the lite-up board are three vertical columns of symbols similar to those on the reels of a bell machine. When the player pushes in the coin chute, these symbols flash up and down. If they stop on a winning combination, the player has 4 marbles to shoot at the center pockets, three of which must score. If he makes the center pockets he is rewarded according to the combination of symbols on the lite-up panel. However, if the player does not get a winner on inserting a coin, he may change the combination by shooting a marble into the skill pocket. As this marble is returned for replay, he may keep doing this until a winning combination comes up . . . provided he does not miss. If he loses one ball, he still has a chance. He has three marbles left and must keep hitting the skill pocket until a winning combination shows . . . and then sink all three balls in the three center pockets.

AN OUTSTANDING FLEXIBLE FEATURE

In some territories "Flicker" may best be operated independent of the playing field. You can do this by turning the Key, thereby, detaching the playing field. At the same time the remaining mechanism becomes a complete check machine, which may be operated simply by placing a coin in the chute. Immediately, the lights flicker and dance on the panel. When the operation is completed, the combination shows up illuminated with colored lights. Should this correspond to one of the combinations on the score cards, the JENNINGS' rotary payout unit automatically pays out 2 to 50 checks. Flexible Feature is furnished only on request. Regular stock machines do not contain Flexible Features.



Dimensions of Flicker
48 1/2" Long
25" Wide
29 1/2" High (Back)
16 1/2" High (Front)
Shipping Weight 195 lbs.



\$135.00
TAX PAID

MAIL THIS COUPON TODAY !!

O. D. Jennings & Co., Sales Dept.
4309 W. Lake St., Chicago, Illinois

O. K.: I'm interested in the machines checked below. Send me full details on free trial plan without obligation.

Name _____

Address _____

City & State _____

- | | | |
|--|---|--|
| ☐ CHIEF
(Standard Model) | ☐ CHIEF
(Independent Jackpot) | ☐ CLUB VENDER |
| ☐ BASE BALL | ☐ FLICKER | ☐ TREASURY BANK |
| ☐ REDMAN | ☐ DAILY LIMIT | |



Daily Limit

Colorful as a north woods scene! Bright eyed squirrels scampering along tree trunks. Swift rabbits . . . mallards over a cool, reedy lake. Stately pheasants . . . all the wild life of the north woods in a natural setting.

"Daily Limit" is a big DeLuxe one-ball table using a large 1 1/4" non-breakable ball. The new pin and "Swinging Arm" arrangement of the playing field is your guarantee that "Daily Limit" is a money-maker.

Mail coupon for details on free trial plan.

Dimensions of Daily Limit
48 1/2" Long
25" Wide
29 1/2" High (Back)
16 1/2" High (Front)
Shipping Weight 190 lbs.

Club Vender

(Penny Play)

Automatic Check Payout

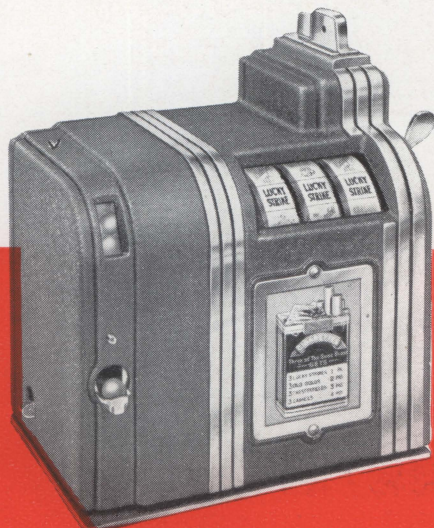
A beauty for looks! A gold mine for profits!

And rugged as a battleship! Just the game for good cigarette spots. Not a toy. Not a flimsy "three-week" affair. But a good solid, substantial machine that you can count on, day after day, month after month. Put it on your route—starting now! Clip and mail coupon for full information.

\$135.00
TAX PAID

Treasury Bank

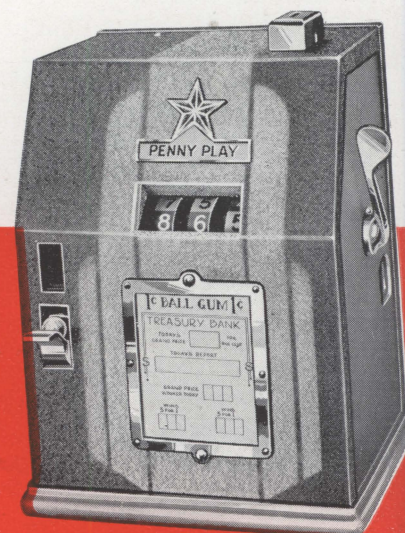
As interesting as the policy game at its best! The winning number is printed each day in your local paper. The last three figures of your local bank report shows the number for that day. If no one hits, the "bank" is built up. Small winners keep the play active. Built to stand a lot of hard use. Mail coupon for full information on free trial plan.



Without Vendor
\$22.00
TAX PAID

\$48.95
TAX PAID

With Vendor
\$28.95
TAX PAID



OKLAHOMA NEWS

CONDUCTED BY
VERA GREGORY

Oklahoma City—A new automatic parking meter which will withstand dust and extremely low temperatures, two hazards which have caused trouble with Oklahoma City's first models, are being tried out down town, H. L. Eddy, general manager of the Dual Parking Meter Co., announces.

There is no handle to turn on the new meters. A nickel trips the flag and causes the bell to ring like a cash register, so the city's customer knows that the meter is working.

Eddy says that the new machines run continuously so that extremely cold temperatures do not affect them as they do the present meters. The new mechanism is enclosed in almost a hermetically sealed container to protect it from dust.

* *

Oklahoma City—The Star Vend-

ing Co., 310 Rales Building, has been issued a charter.

* * *

Enid—Holding that the city's plan to place parking meters for a half block solidly on the outside of each of the six blocks around Enid's public square, Judge O. C. Wybrant in district court, granted a temporary injunction against this "discriminatory, capricious, and arbitrary suggestion.

* * *

Kansas City, Mo.—Installation of 3,000 parking meters for four months trial in downtown Kansas City, authorized by the city council, will be started within two weeks. An Oklahoma City firm was granted a permit to place the meters.

* * *

Tulsa—Robertson Amusement Co., William D. Wooley, 111 Tulsa Building, was recently incorporated.

* * *

Seminole—If several bell machine operators do as Carl Jackson did—pay their city taxes and put their machines back into operation—Seminole's policemen may get a two weeks' pay check, says the city clerk.

✕

IRVING SOMMER AND EDDIE V. ROSS VISIT IN DALLAS

Irving Sommer of the Modern Vending Company of New York City and Eddie V. Ross of the Oriole Coin Machine Company of Baltimore are spending a week's vacation in Dallas. According to reports furnished AUTOMATIC WORLD by a reliable friend of these two fellows, they have been having a very enjoyable vacation.

They have just made a trip to California and upon returning made Dallas their stopping point, investigating the possibilities of the Texas Centennial of which Dallas is headquarters. This friend also advises that the boys are very favorably impressed with the possibilities of the Texas Centennial. They seem to have enjoyed the hospitality of the Southerners and according to all reports, have collected quite a list of phone numbers.



The best friends the operators have according to Harry Drollinger, in and around Dallas are the tax collectors, Arch Lewis, center, and Bob Allen, right, seated with Mr. Drollinger at his country home, "Nickel-built." These men give of their time day or night to help the operator.

F. C. EWING CO.

The Operator's Friend

Southwest Distributor

Columbus Vending Machines

1414 E. Lancaster—P. O. Box 851
Phone 2-8618 FORT WORTH, TEX.



FOR GREATER PROTECTION SPECIFY DUO LOCKS

The Lock Experts Couldn't Pick

- Dual Sets of Tumblers
- Unlimited Key Changes
- Protected Codes
- Illicit Key Duplication Practically Impossible
- Extra Strong Key

The ILLINOIS
LOCK Company

737 W. JACKSON BLVD., CHICAGO, ILL.

Best
BY ACTUAL TEST!

Stancor
UNIVERTERS

THE ORIGINAL POWER
PACK THAT IS BUILT
BETTER—LASTS LONGER
— MORE ECONOMICAL!

COSTS NO MORE THAN
ORDINARY POWER PACKS

STANDARD
TRANSFORMER CORP.
850 Blackhawk St., Chicago, Ill.

THREE GOTTLIEB HITS BREAK RECORDS

Chicago—It has been some time since activity demanding 24 hour production shifts has been felt at the D. Gottlieb & Co. plant. But at the time this article went to press, their big north side plant was working at top capacity. And no wonder. With three of the greatest games in Gottlieb history, the coin machine industry was quick to recognize sure hits and has responded in such a way as to keep a perpetual smile on Dave Gottlieb's face.

When Sunshine Derby was introduced some time ago, it immediately took hold. Jobbers and operators all over the country predicted its sensational success. And its success has been truly sensational. At present it still is holding its own in the number of orders which are steadily pouring into the Gottlieb offices every day. The original one ball automatic payout with player changing odds, Sunshine Derby, has maintained its standing as the lowest priced payout in its class.

Right on the heels of Sunshine Derby came Daily Races. Another Gottlieb hit that was destined to climb the heights of success. Heralded as the lowest priced multiple coin slot one ball payout with chang-

ing odds, Daily Races followed through the Gottlieb pledge to offer better games at lower prices. Daily Races was the first game to offer mechanical arrangements for regulating payouts. Thus the operator is enabled to adjust the game for tight or liberal rewards. With orders, letters and comments coming in daily from jobbers and operators throughout the country telling of the accomplishments of Daily Races, it is easy to see why Gottlieb claims it to be "the game that accomplishes more than products selling for as high as \$500.00."

To complete the perfect set of triple triumphs, Dave Gottlieb then announced the game which he described as "my personal pet. I personally believe Brokers Tip is one of the greatest games ever introduced to the coin machine industry." When Dave Gottlieb, the man who knows, puts his confidence in a game, well, it just has to be good.

Brokers Tip is a perfect re-enactment of activity on Wall Street. With the swing back to stock dabbling, Brokers Tip is most timely. Tip is tops. As each nickel is inserted in the multiple coin chute a light on the "Quotation Board" flashes, indicating a commodity purchase, and prices quoted for its bonds, preferred stock and common stock. If

these prices are not satisfactory, by inserting additional nickels the prices may go up. Each nickel adds another commodity to the holdings until all eight are cornered, and then only the prices change.

As much as one dollar in nickels has been collected by Brokers Tip in a single play, according to reports received at the Gottlieb factory. Odds may run up to 40-1—according to the will of the operator by means of the mechanical award adjustment.

"Everything from the automatic replacement fuses to the 10 dazzling colors of its field, Brokers Tip represents the last word in mechanical advancement and beauty," said Dave Gottlieb. "I recommend Brokers Tip as a sound investment. Not a speculation, but a sound, proven-profitable machine that will pay big dividends."

STONER PROTECTS OPERATORS

Amusement game operators no longer need to worry about the hazards of fire, or theft of games, according to a recent statement of a Stoner representative. At the manufacturer's own expense every purchaser of a Stoner amusement game is now insured against loss. This revolutionary policy becomes effective with the introduction of the new Turf Champs game announced in this issue, and covers every game produced in the Stoner plant starting at once.

The free insurance is issued in the form of a certificate sent to each operator when he returns the application card packed with every game. The whole transaction is simple, without annoying complications or red tape.

Always wide awake to the needs of the coin machine operators, Stoner leads the industry in this sensational innovation. The manufacturers have instituted a policy heretofore unheard of in the coin machine industry. Never before has such protection been available without cost to coin machine operators although many have felt a need for this kind of insurance.

The insurance which is issued on Stoner games represents a safeguard to the operator's investments, covering theft of equipment any time after business when the location is closed.

Before marriage a man yearns for a woman. After marriage the "Y" is silent.—Readers Digest.

PIN-GAME HEADQUARTERS

There's a color and a sparkle about Hotel Sherman that appeals to pin-game men. They like its location right in Chicago's brilliant Rialto—they like its convenience to stores, offices, theatres, and all business contacts. The fine food, the comfortable rooms, and the low rates have a definite appeal. And when they drive—they like the fact that they can drive right into Hotel Sherman.

HOTEL
SHERMAN
1700 ROOMS—1700 BATHS from \$2.50
CHICAGO

HOME OF THE
INTERNATIONALLY FAMOUS
COLLEGE INN

featuring the ICE CARNIVAL on 1,000 feet of REAL ICE



FISHER BROWN FROM TEXAS PIONEER FAMILY

In its column reviewing pioneer families of Texas the Dallas News has this to say about Fisher Brown, well known distributor of coin machines and former president of the Texas Coin Machine Operators Association:

"Mr. Brown himself has lived in Dallas since the World War. With his wife and two children he resides at 1131 North Clinton. Furthermore, he comes from a family of Texas pioneers. His great-grandfather was the Rev. Orcenith Fisher, who established both the first Masonic lodge in Texas and the first Methodist Church in Texas, back when Texas was a republic, he said. The picture of his great-grandmother now hangs on the walls of the Texas Senate.

"She was Rebecca Gilliland and a survivor of the Battle of the Alamo. Mr. Brown, with a measure of pride, pointed out that Texas histories carry a picture of the Battle of the Alamo showing a girl resting in the arms of a negro nurse."

"That girl became my great-grandmother," he said.

BALLY ANNOUNCES NEW 5-BALL PAYOUT GAME

"One-shot thrills—plus 5-ball suspense." That's how Ray Moloney, president of Bally Manufacturing Company, describes Bally's new Sky-High payout or ticket game.

The game is played with five one-inch non-magnetic metal balls. Yet the player can win on a single skillful shot—or by placing balls to pair up two pockets across the board. Either way he gets instantaneous automatic award—and continues to shoot balance of balls for additional payouts.

Pair pockets are arranged along the sides of the field—two 10-holes award 10 points, two 20-holes award 20 points, etc. And right in the center is the famous "Jumbo-style" 1-shot lane—100, 150 and 200 in a row—any one of which may be scored with one ball. From 1 to 5 payouts are possible each game, with a \$4.00 top. Double score pocket doubles all awards made before or after hitting double score. And awards for 5 out-balls insures suspense right up to the last instant of play.

Ray states that nation-wide location tests have already proved the strong money-making power of Sky-High's 5-ball play with 1-shot appeal.

SUNSHINE DERBY STILL A BIG SELLER

Chicago—Continuing the tremendous success experienced when it was introduced to the trade months ago, Sunshine Derby, a product of D. Gottlieb & Co., is still doing its share in keeping the Gottlieb plant working at capacity.

Dave Gottlieb, head of D. Gottlieb & Co., said, "Sunshine Derby is still holding its own after months of successful operation. Jobbers and operators all over the country are calling for Sunshine Derby. It was the first game to feature player controlled changing odds at a price that allowed every operator to place this game profitably. The action of this game makes Sunshine Derby a one ball payout game that really gives

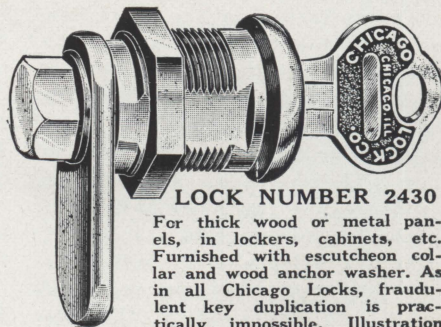
the player a chance to exercise deliberation and skill. The player controlled changing odds feature gives him one opportunity to change the odds. Sunshine Derby has maintained its standing as the lowest priced payout in its class."

The three other Gottlieb hits are certainly keeping things going at top speed at the Gottlieb plant. Daily Races, the one ball automatic payout with changing odds and multiple coin slot still holds the lead in the Gottlieb race for supremacy. Brokers Tip, the game which pays out quoted prices on bonds, preferred stock and common stock is also a big favorite. The new baseball game, Fence Buster, which puts the player in the role of manager trying to bring his team out on top of the league, also has a great deal of support from the operators.

Social tact is making your company feel at home, even though you wish they were.—Readers Digest.

7 REASONS WHY CHICAGO LOCKS ... Give Greater Protection

You see Chicago Locks used in many, many industries. It's just the best in security and dependability.



LOCK NUMBER 2430

For thick wood or metal panels, in lockers, cabinets, etc. Furnished with escutcheon collar and wood anchor washer. As in all Chicago Locks, fraudulent key duplication is practically impossible. Illustration actual size.

Diameter of Cylinder $\frac{3}{4}$ inch

WHY ARE CHICAGO LOCKS USED by almost all manufacturers of Coin Machines for protection of cash boxes. It must be because of THEIR SECURITY AND DEPENDABILITY. Notice the strong, sturdy can bolted to the plug. Also the patented inner construction of the lock. Eleven tumblers operate in a brass frame. Tumblers are aligned when key is inserted but spring actuated when in locked position. A blank key will not enter the Chicago Lock.

We use many different types of millings on keys obtaining a great amount of key changes.

Chicago Lock Co.

2024 N. Racine Ave., CHICAGO



AUTO-PUNCH

LIFE-TIME AUTOMATIC PAYOUT PUNCH BOARD, LIGHT-UP, COUNTER GAME !!!

OPERATORS' PRICE

\$69⁵⁰

TAX PAID

One-third Certified Deposit with order, balance shipped C.O.D.

IMMEDIATE DELIVERY ON RECEIPT OF ORDER!

AUTO-PUNCH is the most unique, most beautiful, and most captivating money-maker ever built. Every big-time money-making feature of the old slot—PLUS—the unique, come-on features of the punchboard—at a sensationally LOW, POPULAR PRICE. Most simple mechanism ever developed. Pre-tested ON LOCATION for a long period of time. PROVED a tremendous money-maker! EASY TO UNDERSTAND—as player inserts punch—3 numbers light up on top of game. If numbers end in 8 player gets 10c automatically from bottom cash drawer. Numbers ending in 0 pay 20c. Numbers ending in 50 pay 30c. Number 250, or 3 red lights, entitles player to punch in either side compartment where he is sure of 50c, or \$1.00 or chance to get Gold Award plus jackpot, \$5.00 plus \$2.00, \$7.00 for one nickel. AUTO-PUNCH IS SENSATIONAL!! RUSH YOUR ORDER TODAY!

ELECTRO • BALL

1200 CAMP STREET • DALLAS, TEXAS

OBSERVATIONS THE MORNING AFTER

N.A.D.A. members met in New York City, April 17, at the Hotel New Yorker to take up several matters not discussed at the recent Chicago meeting. Harry Wolcher (Western Distributors, Seattle) flew in to claim the prize for coming the longest distance. There was an 80 per cent attendance and those not able to attend wired their regrets.

Harry Moseley and his wife combined business with real pleasure during their stay in N. Y. C. Dave Bond (Trimount, Boston) and J. D. Lazar (Lazar, Pittsburgh) stayed until the last dog had departed. Bill Helriegel and I. H. Rothstein (Keystone and Banner, Phillie) popped in and out of the city as soon as the meeting was over. George Ponser came over from Newark. And Babe Kaufman was on hand to extend a hearty welcome to everyone.

After returning from a 10-day trip throughout the east in the interests of N.A.D.A., R. L. Wilds, Managing Director, announced that a complete review of business conditions will be sent the members as soon as possible.

Incidentally, Art Sauve (Detroit) and Jack Fitzgibbons (N.Y.C.) have recently joined the Association. It is expected that further announcements will be made shortly covering other representative distributors who are joining N.A.D.A.

Many of the N.A.D.A. members more than enjoyed their stay in N.Y.C., due to the fact that the Bally crowd was in town providing no end of entertainment. The fireworks were immense and the Roman candles still more impressive.

Who was the guy on top of the Empire State Building that trained a spy glass on the thirtieth floor of the Hotel New York? Well, all he saw was a Scottie running around on the terrace being pursued by Harry Wolcher and Ed Gaylord, the big fat man from the Windy City.

That trip to N.Y.C. was very profitable for Dave Bond, the manufacturer of Snacks, as he went home with a large order. And speaking of venders, it looks as though the Lazars have flooded Pennsylvania with their machines. Not one, but two or more in a location.

The prize awarded a few weeks back to George Ponser for writing the fewest letters to N.A.D.A. head-

quarters has been taken back. Further investigation showed that Bill Helriegel has written exactly two letters during the past year and a half. Each not more than four lines in length. Therefore, it looks as though Bill is eligible for two prizes.

Dropping down to Baltimore, after the meeting, Carl Mantell was found to be very busy, in fact he was so busy it was impossible for him to get up New York Way. He's as much interested in going-on at Havre-de-Grace as Jim Ashley (American, Detroit) is in the Monday night wrestling matches.

Well, this business of trying to out-fox the other guys is getting tougher and tougher each day. When will it end? Meyer Marcus (Mark-epp, Cleveland) has gone so far as to put a man on the road with a trailer that is the last word. That's what might be called taking the store to the customer.

One of the biggest boosters for N.A.D.A. is in the person of Carl Trippe (Ideal, St. Louis). From all indications there will be a little NADA down in St. Louis before long if all goes well. Now don't jump at conclusions. All that's implied is there will be enough new members

'RITHMATIC

THE FIRST DIFFERENT COUNTER GAME IN FIFTY YEARS -- ADDS -- SUBTRACTS -- DIVIDES -- AND MULTIPLIES -- PROFITS EVERYWHERE

'RITHMATIC is DIFFERENT, ORIGINAL, BETTER, BEAUTIFUL and the GREATEST POPULAR-PRICED, NON-PAYOUT, COUNTER GAME in 50 YEARS!! NO SCORECARD NECESSARY with 'RITHMATIC. All player need remember is that answer to problem presented by machine MUST BE CORRECT to get award. For example: If first reel stops at 5; second reel at "multiply (X) sign"; third reel at 10, and last reel at 50; then player gets 50 times his investment ($5 \times 10 = 50$) or 50c for 1c. Same applies to subtraction, addition or division. ANSWER TO PROBLEM MUST BE CORRECT TO GET AWARD. 'RITHMATIC is the most beautiful counter game ever built. Orange colored body trimmed with black and gleaming, highly polished aluminum stripes. RUSH YOUR ORDER TODAY!

OPERATORS' PRICE

\$21⁵⁰

TAX PAID

Double Door and Coin Counting Register \$2.00 Extra.

One-third with order, balance shipped C.O.D.



JOBBERs- Write, Wire or Phone Today for SPECIAL PROPOSITION

COMPANY, INC.

Oklahoma City, Okla.
27 N.W. Ninth St.

Vaco, Texas
25 So. Seventh St.

San Antonio, Texas
428 Main Ave.

Fort Worth, Texas
1018 Jennings Ave.

Houston, Texas
706 Fannin Ave.

Memphis, Tenn.
593 Linden Ave.

Wichita Falls, Texas
801 Tenth St.
New Orleans, La.
517 Canal St.

BRANCH OFFICES

from that town to have a little group to themselves.

A close check is being kept at NADA headquarters on the mileage made by members in the pursuit of business. Dave Bond, J. D. Lazar and S. L. Stanley are about tied for the honors.

Now that Jack McClelland (National, Los Angeles) is opening a branch in Australia. Lou Wolcher (Advance Automatic, San Francisco) might open one up in China. That's California for you, the north and the south.

Bill Marmer (Sicking, Cincinnati) is keeping so quiet these days that it would appear he is about to break loose with a brand new idea in counter machines. When Bill's quiet something's due to happen.

Don't know when it's going to stop, but another NADA charter member is about to embark in the manufacturing end, none other than Dave Robbins (Brooklyn). For many months he's been perfecting a new vender and it looks like a pippin.

Speaking of neatness and orderly appearance, just drop into the Pioneer Distributing Co. headquarters in Washington, D. C. Distributors and jobbers throughout the country

should make it a point to visit Mr. Sears and be conducted through his establishment. It's a real set-up. The closest to meeting Pioneer's appearance is the new headquarters of Carl Trippe.

There is one thing certain, the country is becoming more and more coin operated machine conscious each day and the fellow who thinks the end has come is just fooling himself. We may find pin games losing some of its favor with the public, but there are hundreds of other coin operated devices for distributors, jobbers and operators to handle. And make money.

DECCA RECORDS, INC., MOVES TO NEW ADDRESS

Decca Records, Inc., announces the removal of its executive offices and recording studios to 50 West 57th street, occupying three floors with recording studios and executive offices.

The move was made necessary because of a steady increase in business which, obviously, resulted in the need for greater space.

At the new address, the Decca re-

cording studios occupy the tenth and eleventh floors and the executive offices the fourteenth floor. The trade is cordially invited to view Decca's new premises at any time.

Decca also announces the opening of a new factory distributing branch in Cincinnati, Ohio, located at 228 East Fifth street. This gives Decca ten factory operated distributing branches and means that it is possible for dealers and automatic operators to secure Decca records, Champion records, needles and portable phonographs quickly and conveniently.

Decca reports that in the month of April it did its greatest volume of business to date, and, from all appearances, May will again show an increase.

Some men can be sure they are right only when all the rest of the world is against them.—Sacramento Bee.

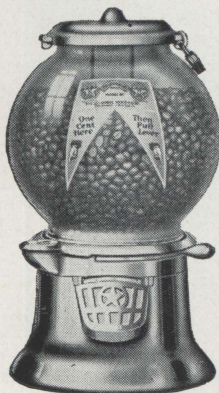
As the hunting season approaches all the little birds and beasts must be hoping this war implements ban might apply at home.—Nashville Tennessean.

HERE'S LETTER TO GENCO

Gents: This letter is written as an appreciation of your game, Genco's Silver Cup.

Recently I went into the city of San Francisco and saw Genco's Silver Cup. I did not think much of the game but bought one for no reason at all except that it was different.

COLUMBUS Model "M" Peanut and Confection Vender



How long
will your
machines
be produc-
tive?
Why?
Experi-
ment?
Eventually
you will
use
Columbus
Venders

F. C. EWING CO.

The Operator's Friend

1414 E. Lancaster—P. O. Box 851

Phone 2-8648 FORT WORTH, TEXAS

I placed it between two very popular automatic payout games. A few days later I took a peek into the bread box and to my surprise, it was running fifty-fifty with my most popular machines. I phoned in for one more after having it on location for two days in a field where we cannot operate automatic pay tables. After I again checked the bread box I then decided Genco's Silver Cup is the answer to an operator's dream.

Gents, you realize and know that we operators are the most important cog in the wheel that keeps your factories moving and am sorry to say that 95 per cent of the time, we only get a kick in the pants when we buy late or new games. That is one reason I am writing this letter to only show you that we operators appreciate a good game when we get one. Some who would read this would say that this is some little guy who has bought two or three games and maybe got burnt on one of them. It is just the reverse. I have 164 marble machines and am ordering on this date three more Genco's Silver Cups. I also have a few scales, slots and counter games.

I was so well pleased with my Genco's Silver Cup automatic payout

games mechanically as well as in performance, I just wanted to tell someone about it and thought of no one who would be more pleased than you to have me unload this joyful feeling. Thanks for your very carefully engineered game, Genco's Silver Cup. Hope you put out many more equally as good.

Yours respectfully,

J. M. H.

Mountain View, Cal.

My slogan—"First with the latest amusement games for pastime and fun."

CHURCHILLS BEAT WESTERN EQUIPMENT 25 TO 3

Behind the beautiful pitching of Dave Hormel, the Western Equipment and Supply Company indoor baseball team was shelled by the Churchill Cabinets to the tune of 25 to 3.

In the first inning Hormel, with the ability of a Dean, curved and steamed the indoor ball across the pan and completely baffled the Churchill boys. In fact, they only scored five runs in the first inning. The Westerns came to bat with vengeance in their hearts. Such old standbys as Red, Frank, Bud and Don were looked upon to severely spank the pellet.

As expected the boys got on and sure enough, scored a run with the aid of the umpire. Along about the fourth inning, Don Anderson, head of Western's shipping department and captain of the indoor team, tried to figure out a way to stop the slaughter. Ingeniously, he pulled a great big long black cigar out of his pocket and lit it. Well, sir, even the aromatic odor of that swell cigar didn't bother the Churchills but it did affect Don. Before he began smoking he was at least catching one out of five but after that cigar, well the famous infield of Don to Bud to Red had all they could do to stand up. Hormel seemed to get along much better by pitching and fielding himself. The Westerns are known as a "comeback team" and figured they'd tie the score. However, the moon started to shine over Bowman Park before the Westerns could retire the Churchill batsmen in the sixth, so the game ended. Bad break for the Western team. Incidentally, the Western Equipment and Supply Company team defeated the American Sales 5 to 2, but it wasn't Don's fault. O. K. Don! You asked for it!

Used Machine Buyers

**DON'T WASTE YOUR TIME AND MONEY ANSWERING
LOW PRICE ADVERTISEMENTS ON SMALL
QUANTITIES OF USED MACHINES**

We are not publishing prices or quantities which change quickly, but we can supply any quantity of used machines deliverable at the lowest deliverable prices. Our many branch offices and associated jobbers have good, clean stocks of machines which will make large profits in any territory where they have not been used. Write or wire us your requirements in used machines for the best deliverable prices.

SEND YOUR INQUIRY TO THE MAIN OFFICE

Automatic Amusement Co.

AFFILIATED WITH

THE WORLD'S LARGEST DISTRIBUTORS

628 MADISON AVENUE

MEMPHIS, TENN.

FREE GAMES DEVICE OFFERED BY WESTERN EQUIPMENT AND KEENEY

A revolutionary invention that will prove of definite value in opening up closed territories is announced under the joint sponsorship of the Western Equipment & Supply Company and the J. H. Keeney Company.

This device, to be known as the Free Games Device, is unquestionably one of the greatest advancements in the history of the business. Easily adapted to all types of games, the Free Games Device will absolutely put all coin operated tables into the legal classification.

Here's how the Free Games Device works. For the purposes of explanation, assume that the player wins five free games. These five free games are automatically totaled to show the player the number of games he is entitled to play at no additional cost. To receive his free game, the player inserts a coin which shuffles the board preparing it for a new game to be played. The coin that the player inserted in the coin

chute does not drop into the cash box but is returned to the player. Another feature of the Free Games Device is the payout register. This register, available to only the operator of the machine, accurately records, for the operator's protection, the number of free games given out by the location owner.

The Free Games Device enables the players to get all of the interest and fascination of an automatic payout table and still keep the machine in the legal classification.

Opinions from many of the finest legal minds in Chicago coincide in the fact that the Free Games Device will overcome all questions regarding legality of coin operated amusement tables.

In a short time, the Western Equipment and Supply Company will announce games equipped with the marvelous Free Games Device.

One word is the secret of most financial independence: No.

Nothing keeps us down like our own ignorance, laziness and folly.

CALVERT NOVELTY CO. WILL PUSH DUETTE DELUXE TWIN VENDER

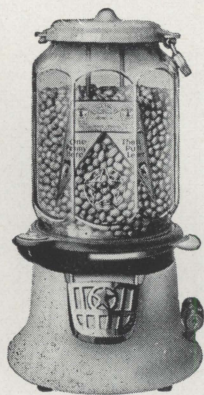
The Ad-Lee Company of Chicago report that a tremendous deal has been consummated with the Calvert Novelty Company of Baltimore, for the sales of the Duette Deluxe Twin Vender.

The Calvert Novelty Company intends to enthusiastically push the sales of Duettes. The Calvert firm enjoys the confidence of hundreds and hundreds of operators from miles and miles around. The Calvert Novelty Company withheld their order for the Duette Twin Vender until they put it through rigid operating tests. It was with great pleasure that they informed the Ad-Lee Company that Duette lived up to its reputation in every possible respect, and therefore the Calvert firm intended to endorse it and recommend its use on the routes of their operators.

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

ATTRACTIVE APPEARANCE

for BIGGER PROFITS!



"COLUMBUS"

Model "M" — "The Popular 1c Peanut and Confection Vendor of the Southwest" — attracts instant attention and is unusually profitable in high class locations.

Attractive appearance in vending machines is of vital importance in securing the best locations in building steady profits.

"COLUMBUS" Vendors, because of their harmonious color schemes and graceful lines, attract immediate attention and invite repeat sales.

"COLUMBUS" machines are built to stay on the job and can be thoroughly cleaned and serviced on location in a few minutes without the use of a single tool or wrench—an exclusive time saving feature which is particularly profitable to operators in the Southwest where routes are larger and scattered over wide areas.

Follow the recommendations of both large and small operators throughout the country and add "COLUMBUS" Vendors to your routes. You will be surprised at their low upkeep cost and the extra business they attract.

Write today for free catalog with illustrations and complete description of all models.

DISTRIBUTED BY

F. C. EWING COMPANY

"THE OPERATOR'S FRIEND"

P. O. Box 851—Phone 2-8648

1414 E. Lancaster, Fort Worth, Texas



Iowans Plan State Convention and Midwest Show

Mrs. Fred K. Chandler, publicity chairman of the A.M.A. of Iowa, sends following report:

After the dinner and routine Association business was taken care of Tuesday evening, April 21, in the Old Settlers Room of the Kirkwood Hotel, Des Moines, and several new operators, three manufacturers, and two prominent Iowa attorneys were introduced, the meeting was opened to discussion of our annual convention to be held Tuesday, May 26, at the Savery Hotel, Des Moines, Iowa.

The following convention committees were appointed:

Arrangement of Place—President Robinson, Secretary Chandler.

Arrangement of Amusement Devices—C. P. Harrison, chairman; Ted Welch, I. E. Hoogner.

Publicity Committee—Mrs. Fred K. Chandler, chairman; Mrs. Art Wittern, Mrs. W. I. Collings.

Entertainment Committee—Jack Levinsky, chairman; Art Wittern, Mrs. B. D. Blom.

Tuesday—10:00 A.M.

Business Meeting—Election of officers for ensuing year.

6:30 p.m.—Banquet, Entertainment and dancing.

Exhibits of machines, merchandise, etc., will be open all day and evening.

All manufacturers, distributors

and jobbers are invited to donate games or merchandise they manufacture or handle as door prizes or for auction.

The following have already made contributions: A. J. Stryhn, representative of Great States Mfg. Co., Max Langer of the Automatic Supply Co., Jack Levinsky of Automatic Supply Co., Ted Welch of Ted's Novelty Co., Fred K. Chandler of Des Moines Novelty Co., Clyde H. Robinson of Ideal Novelty Co., Buckley Mfg. Co., Exhibit Supply Co., Pacific Amusement Co., O. D. Jennings & Co., A.B.T. Mfg. Co., Atlas Mfg. Co., Stoner Mfg. Co., Keeney & Son, Bally Mfg. Co., Mills Novelty Co., Genco, Inc., D. Gottlieb & Co., National Coin Machine Exchange, Gerber & Glass Mfg. Co., Rock-Ola Mfg. Co., Huber Coin Machine Co., Chicago Coin Machine Co.

All manufacturers, distributors, and jobbers are invited to send representatives and exhibits—likewise operators' associations of neighboring states as well as the NACOMM are invited.

AMERICAN NICKELOID OFFERS NEW METAL-BORD

Recently, there has been a new development of considerable importance in the metal field. American Nickeloid Company with its main office in Peru, Illinois, is offering this new product, METAL-BORD, to the trade.

Briefly, it is the replacement of metal volume and weight by a non-metallic substance. This is accomplished by adhering thin sheets of pre-finished metal to cardboard or other backing material. The metallic appearance of the sheet is retained, but the body of the sheet is largely the non-metallic backing. The adhering cement will remain plastic

and has, therefore, practically permanent adherence. It remains flexible.

The advantage of such a composited material lies in the lower cost and saving in weight, which are two important factors in most products. Any thickness of metal can be used and composited to just about any type and thickness of backing.

Metal-Bord is particularly adaptable for buttons, plates, large stampings, panels and trim, all of which are possibilities in the coin machine industry. It is also used for signs, advertising specialties, and other display devices.

Metal-Bord can be secured in any pre-finished metal sheets in plain, striped, satin, crimped and corrugated patterns.

DURLAND TO REPRESENT ELECTRO BALL IN MEMPHIS

Mr. A. C. Hughes, manager of the phonograph division of the Electro Ball Company in Dallas, informs AUTOMATIC WORLD that they have recently opened an office at 593 Linden avenue, Memphis, Tenn. The new office manager is Mr. Paul Durland, who has been associated with Electro Ball in the pin game department and is thoroughly familiar with their policies, both as to operating and selling.

This office will carry a full line of equipment stocking Seeburg coin operated phonographs in carload lots. This makes it possible for the operators to save freight from Chicago to Memphis.

Mr. Burt Trammell, the New Orleans salesman for Electro Ball, accompanied Mr. Hughes of the Dallas office to Memphis to assist Mr. Durland in securing the location and making the necessary arrangements.

Mr. Fred J. Barber, manager of the New Orleans office, and his wife are visiting in Memphis with Mr. and Mrs. Durland, and will assist them in making preparations for the big opening next week.

A train smokes a lot and also choos.—Readers Digest.

Little drops of water,
Little grains of sand,
Make the mighty ocean
And the ditto land.

But why these drops of water
And little grains of sand
Are always served with spinach
I cannot understand.

—The Campus Beacon.

F. C. EWING CO.

The Operator's Friend

Triple Cleaned Peanuts Cashew Nut Meats

Fancy Grade for Vending Machines

ALL NUTS ROASTED AFTER
ORDER RECEIVED

Write for Prices

AMERICAN CHEWING PRODUCTS

¾" and ½" Ball Gum

1414 E. Lancaster—P. O. Box 851
Phone 2-8648 FORT WORTH, TEX.

SPECIAL TRADE CHECKS

Made of Brass, Steel, or Aluminum and Lettered on Both Sides
ROUND—SQUARE—OR OCTAGON SHAPE

100.....	\$3.50	400.....	\$ 9.00
200.....	5.50	500.....	10.00
300.....	7.50	1000.....	18.00

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die is used on the reverse side.

STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise; Good for Free Game, etc.

SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.

CHICAGO

COIN MACHINE

COMMENT

By W. C. DILLON

Automatic World Representative

185 N. Wabash

Telephone State 8971

STOP THAT THIEF

It requires guts to swing a gat, to put the old 'hogleg' into a man's midsection and say "Hist-them," take his coin of the realm, disrobe the hombry down to his shorts, take his light truck of coin machines, and leave Hell bent for the hide-out, knowing he is being lamped by the cockeyed world as he breezes by, with the owner possibly on his trail doing a "Helen of Troy" act on the running board of a pursuit car—but, that yellow bellied coward who swipes the car when no one is near—what a guy—not worthy of living and too honery to die.

Well, "Operators," I know how you feel about this class of tripe. I have been angling around looking for a protection for you against their attack, something to save your cars, and from them taking your machines in your absence from the car, and, believe it or not, I have found a dependable protection against theft.

The protection system is not new. It has been in successful operation for three or four years, it is approved by the Underwriter Laboratories, is eliable, fool proof, constantly on the job. The device has been tried, and proven by the largest merchandising concerns in the country, who, prior to the installation of the protection have suffered losses of cars and trucks, also of having their contents removed when the attendant would be away.

The equipment consists of electrical contacts installed in all doors, hood and baggage compartments of the vehicle, and so connected as to sound a loud police siren in the event of an unauthorized attempt to enter the vehicle. An electrically operated mechanism in the system causes the siren to continue to sound indefinitely after once being set off by an intruder. Closing the attempted opening, or attacking any accessible parts of the system will not shut off the siren. Only the owner or operator of the car can silence the continuous blasting noise of the siren,

with his special shell type key in the latest type pickproof lock, which is the control switch of the system.

In a sentence, it is an inexpensive \$19.50 burglar alarm that once set going refuses to be silenced until the would-be thief is on the run or arrested.

In Chicago, three cigarette vending machine companies, Marshall Field and other large companies have their cars and trucks equipped with the protection.

Well, that's the 'low down'—you can get any more dope you want to know about it by writing to The Automatic Alarm System, 1344 South Michigan Avenue, Chicago. Personally I know the protection work, due to my having talked to car and truck owners during my investigation of this protection, whose vehicles have been saved from theft with it.

W. C. D.

In calling on Chicago coin machine manufacturers, with Oscar Branch, editor of AUTOMATIC WORLD, I, as one who has been closely associated with electrical circuits and mechanical equipment all of my life, found that I could not help realizing the magic advancement that has been made in the art of scientific construction of coin operated machines during the past three years.

Some of the brightest minds in development engineering in America are today in the research laboratories of the coin machine factories, carrying on experimental and development work on new machines to meet the ever increasing demand of millions of people for the inexpensive recreation and pleasure they derive from such machines.

Playing for an unknown result is a most human thing, started by Adam. Could he but manipulate our present day sensations and experience the thrill of their performance, he surely would say, "Boys, why don't you get into action, and go after more locations."

With results that are hardly less than humand, with present day machines, we stop and consider how lit-

tle the operators and the public realize the cost, time and effort required by the manufacturers to bring them out. Or, if they realize that a company spends many times as much money in development work on machines that are discarded, in the experimental department, than is spent upon one that has passed all tests, and is presented to the public. A cost of from \$15,000 to \$100,000 in marketing a new machine is common, in many instances it is a great deal more.

Should any operator be so fortunate as to be extended the privilege of working some time each year at a factory, thereby having the opportunity of witnessing the magnitude of the operations required in bringing out machines, also the cost, at the same time getting the real inspiration and magnitude of the industry, he would become so imbued with the business he is in and represents, that he would "knock their ears down" with his logic and double or triple his locations upon returning home.

There is no business a man can go into that carries with it greater opportunity for expression of judgment, understanding of human nature, and business ability, that has a sounder foundation, and the opportunity to make money than the coin machine business.

Do right and fear no man—don't write and fear no woman.—Rotograph.

Eclipses of the sun can be seen from only a small belt of the earth's surface. Eclipses of the moon can be seen from any part of the earth.

There is a good deal of difference between a reason and an excuse.

In the shadow of every prosperous business you'll find a serious hard-working man.

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

Electropak Year's Sensation to Operators and Jobbers

Mother Nature has a habit of bringing things up out of the ground along about this time of the year and whatever it is that is in the air seems to affect a lot of things that aren't in the ground. For instance, even magazine editors seem to thaw out a bit, and are known to permit wider use of the well known rhetoric from the facile(?) pens of industrial reporters. And this particular reporter has so much to talk about, that like the spring buds, he's just bursting with desire to blossom out in print.

Brother, I've seen things! I've just come back from the most amazingly and startlingly informative trip I've ever had. It all began like this. Remember last fall when you began to see magazine ads and occasional news items about Electropak? The manufacturers stated that they were the originators of "battery elimination for pin games" and claimed to have the real cure for operating losses. They stated that their little gadget would save from \$30 to \$100 per year per game-location, and were prepared to prove it. They said they were specialists in electronics, that they'd studied pin game requirements carefully and that Electropak was the "engineered" answer to the battery problem. They predicted that every operator would soon be using Electropak exclusively, and that pin game manufacturers would soon adopt them as standard factory equipment.

Well, hearing all this, I became interested. When the Coin Machine Show opened in Chicago I made it a point to look for Electrical Products Co.'s booth. And it wasn't hard to find—I just followed the crowd. They had an amazing collection of pin game parts, all mounted on panels, and all operating with various Electropak models. I told you about that right after the show. Told you how the claims made for Electropak were supported by the visible evidence of voltmeters and ameters. And I came away from there with a lot of respect for the power that had been built into those innocent looking little gadgets called Electropak.

But listen to this! Last week I

was in Detroit, and went out to the EPCO plant at 6527 Russell street. I was prepared to see most anything, and was greeted by the genial Mr. Chereton, president and chief engineer of the corporation. From the minute I walked in his office, I was in a new and strange country. First he took me through the extensive offices—sales, accounting, administrative and production. Everyone was busy—and happy about it. From there to the laboratory, where all kinds of the most impressive equipment was arranged in orderly fashion. It was here that Electropak was nursed from an "idea" baby into a lusty and extremely vigorous production item. Mr. Chereton showed me the first working model of Electropak—showed me yards and yards of blue prints, charts and graphs. Voltage and current curves. Analysis records, operating statistics and data. Specification sheets on all pin games. Life test records. Original models of the various types of Electropaks developed for special requirements. In short, showed me incontrovertible proof that Electropak was the original pin game battery eliminator—and that it was scientifically developed.

From there to the production lines, where a seemingly endless stream of Electropaks was moving slowly from initial assembly to final inspection. And are they inspected? Every Electropak is checked carefully on a specially designed meter-board by an expert inspector. Each one must conform to the exact standards set up by the engineering department for actual pin game requirements. Each one is actually operated on extreme load for some time and is then inspected again. When they got to the packing tables, they had to be right.

From there, Mr. Chereton took me to the sales department where he showed me open orders from the Big Ten. Almost every pin game manufacturer of consequence was represented. Orders, mind you, from pin game manufacturers who are using Electropak as standard factory equipment. And the last lingering doubt in my mind was dissolved. I turned to his sales-record card sys-

tem just to see how many of his distributors were known to me and I got another surprise. For every major distributor and jobber in the industry was represented. Not just as having inquired, but as being constant users and purchasers of Electropak. And I asked Mr. Chereton the obvious question, "How did you do it?" And here is his answer.

"No need to go all over the origin of Electropak with you," he said, "you know about that, and have written about it to your readers. But the answer to your question is simple. Electropak is in demand today for only one reason. It is the original and genuine unit of its kind. It is not a bootleg item. And it embodies every refinement that could be proved to be desirable and advantageous to operators. We have never catered to 'price.' And we have never attempted to do the impossible. We know what pin games require in the way of power. We know the practical limitations of game operation and of electricity. We have consistently built a unit which would give 'service'—first, and last. And our effort has been directed toward benefitting the operator. After all, the operator is the one who must have the final word. And what the operator wants, the manufacturer will build—has to build. Last fall we were well on the way to having universal operator acceptance. Today we have it. That is the answer to every distributor, jobber and manufacturer appearing on our sales record cards. The operators demand Electropak. The rest of the problem is merely to continue deserving that popular demand. And you may judge that from the rest of our service. We were first to see the plug-pulling problem and to answer it with Electrolok. Already Electrolok has saved thousands of dollars for payable operators. We were the first to see the need for a complete electrical replacement parts service for pin games, and to provide it. We're the 'United Motors' of the industry in that respect. First again, with Epcofuse, the safety valve for pin games. With Epcolamps, the only lamps especially designed for all pin game requirements. And with Adaptopak, the universal DC-AC power units for pin games and for phonographs. Everything we make is original—we refuse to insult our trade with 'bootleg' devices or 'bootleg' ideas."

I was forced to agree with everything Mr. Chereton had said. There was ample evidence to support his

every statement. And there remained only one question. "Mr. Cheron," I asked, "What about competition?" My host merely smiled and replied, "There isn't any. When and if someone comes out with something to take the place of Electropak but which isn't just an imitation—a bootleg copy,—then maybe we'll have competition. But until then our only competition is our own standard of engineering and service value. We've got to keep abreast of that. And we will.

And so, Brother Operators, I took my departure. And I couldn't have done justice to your interests if I hadn't told you these things. For after what I've seen in Detroit, I'm firmly convinced that there isn't anything 'just as good' as the best. And I'm convinced that Electropak is the best!

EDITOR OF AUTOMATIC WORLD VISITS CHICAGO MANUFACTURERS

Since returning from Chicago after visiting in that great manufacturing city for about two weeks, I find myself wondering how this enormous growth has all happened in approximately six years. My trip upon this occasion was solely for the purpose of getting information for it is necessary for a person who intends to be a leader, instead of being lead, to have some knowledge of what he is to think and write. I only had a limited time in which to make this trip, and I am very sorry that I did not have time to call upon every manufacturer in the industry. At some future time, I expect to complete my visit and make the calls 100 per cent.

To those of you who are connected with this industry, I wish to say that if the opportunity ever presents itself, I feel quite sure that it would be one of the best investments which you could make to go to Chicago and visit those plants which are working day and night manufacturing games in which you are interested. Besides the manufacturing interests in which a man is interested, there is the fine personnel of these organizations with whom a person has a real opportunity of getting acquainted. It is remarkable how these men think so fast and plan over a very short period of time a new idea in the way of games, musical instruments, and vendors of all types. It is my personal opinion that if operators in the entire country could make a trip and

see the large investment which the industry has made to prepare itself to serve, it would be a revelation. Any fellow would go away from that city to his home with greater determination and go out feeling that he was backed by one of the most substantial and fastest growing industries in the entire country according to its age.

MIDWEST COIN MACHINE SHOW

It is too bad that definite arrangements for the Midwest Coin Machine Show, being held in Des Moines, Iowa, May 26th, were not made in time for the trade papers to carry the full announcement and program last month and that the publicity will be too late now to help bring out a large attendance.

Mrs. Fred K. Chandler, chairman of the publicity committee, announces that the manufacturers, distributors and jobbers are co-operating 100 percent and that approximately 50 exhibits are anticipated. Enthusiasm among Iowa operators is at high pitch and a large attendance is expected. One live wire Iowa operator, L. L. Barthelow, purchased twenty tickets. Besides, large delegations are expected from neighboring states.

Mrs. Chandler stresses that "this show is a show of legitimate coin operated equipment. The underlying motive or the incentive prompting the whole affair is a better understanding between operators and others engaged in our industry and the general public. We are striving to pave the way for recognition of our industry alongside of insurance, packing companies, millers and like industries."

LOUIS UNTERBERGER WEDS

Mr. Louis Unterberger, president of the Anthracite Vending Machine Association which is an organization composed of coin-machine operators of Scranton and Wilkes Barre, was married on Sunday, May 10, 1936.

Mr. Unterberger is a very popular operator. He has done much good for the Anthracite Vending Machine Association.

Mr. Unterberger, who is known as Louie to his friends, is very interested in welfare work. He has been known to cheer up the patients of hospitals and institutions by presenting them with ball games which furnish very enjoyable recreation.

To the well known Mr. Unterberger

of Wilkes Barre, Pennsylvania, we join in congratulations and wishing him continued success.

(Editor's Note: Louis, may I wish you and your new wife a very long and happy life. Glad to know that you are a Rotarian. Rotarily, Oscar.)

CHICAGO COIN TELLS ABOUT SYSTEM

First samples of Chicago Coin's new odds changing straight novelty game, System, are going forward to that firm's leading distributors and jobbers. From reports already received by the Chicago Coin firm, they have, without a doubt, struck another big time winner.

Letter after letter is pouring in to the Chicago Coin firm, demanding information explaining the features of this ingenious new machine. It seems that operators just cannot get over the idea of an odds changing device on a straight skill novelty game. It seemed too good to be true.

System is a five ball game exceptionally simple, but—oh so clever in its play and appeal! In the light rack there is a double set of numbers ranging from one to nine. These are lit up by making the corresponding holes on the playing field. Also in the back rack are two dials. One gives the odds for a winning score; the other gives the number of points the player must make for a winning score. If the player feels that the number of points to make is too high he shoots for the points to make the skill hole, which changes the points to make number in the light-up rack. For instance, if the player must make 26 points and has shot four of his balls and feels that he could not make the required number of points with his last ball, he then shoots for the points changing skill hole. If he makes this hole, points to make may be lowered to 22, which the player can surely make by dropping last ball into a scoring pocket. If the player isn't satisfied with the odds which may be two free games, by dropping a ball in the odds changing pocket the number of free games for a winning score may be raised to ten.

Mr. Wolberg, Mr. Koren, and Mr. Gensburg of the Chicago Coin firm all agree and confidently believe that System is carefully and perfectly engineered so as to give 100 per cent operating satisfaction.

System is in full production at the Chicago Coin factory and shipments are being made 24 hours after an order is received.

NO, NOT ON THE WARPATH!

An unusually interesting sight which must not be overlooked when visiting Chicago is the genuine Indian totem pole in the display room of Bally Mfg. Co. The relic, said to be several hundred years old, was presented to Bally by Harry Wolcher, head of Western Distributors, Inc., Seattle, and well known, not only for his love of a friendly joke, but also for his habit of suddenly deciding to send somebody a present. They say, for example, Harry ships more salmon to his eastern friends than all the packers of the Pacific.

Operators and jobbers who know Jim Buckley and Ray Moloney and who have enjoyed their many references to the amazing but wholly fictitious Mr. O'Toole, will get a kick out of the inscription on Harry's

totem pole. It reads: "Discovered on the Island of Bal'i . . . this pole portrays the geneology of the famous tribe of O'Toole Indians. Presented to the entire Bally Company by Harry and Lou Wolcher."

The most interesting thing about the totem pole is the fact that, although Mr. O'Toole and the O'Toole Indians are imaginary, the pole was obtained by Harry from a tribe known as the Olituli. Harry states that it was the similarity in sound that made him connect Olituli with O'Toole and inspired the gift of the totem pole. The Olituli are an obscure tribe in the Olympic mountains with whom Harry became friendly during his hunting and fishing trips. He was recently made an honorary chief of the tribe with the Indian name Yaw-ta-no-loo, which in the Olituli dialect means "Man-with-a-brother" and re-

fers to Harry's frequent references to Lou Wolcher, head of Advance Automatic Sales Co., San Francisco.



Ray Moloney and Jim Buckley, respectively president and sales manager of Bally Manufacturing Company, admire Totem Pole sent them by Harry Wolcher of Western Distributors, Seattle.



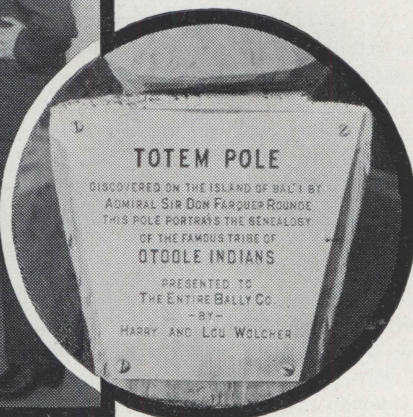
Harry Wolcher (Chief Yaw-ta-no-loo) in Indian costume, as honorary Chief of Olituli (sometimes pronounced O'Toole) Indians.

SOME BATTING AVERAGE

Lee Jones, popular president of American Sales Corporation, states that out of 2200 Bally Manufacturing Company machines, shipped by his firm in the past four months, only two were returned for credit. "That," says Lee, "means two things—first, Bally games click with the public and make money on location—second, they are built to operate right without mechanical trouble. We handle various makes, but we believe in giving our customers the straight dope—and the above figures are taken direct from our books."

AMERICA'S ACE AIR PASSENGER

"Ed" C. Johnson, vice-president and general sales manager of the J. P. Seeburg Corporation, was informed by the American Air Lines, that in 1935 he traveled more miles by airplane than any other passenger in the United States. During the year, Mr. Johnson traveled over 100,000 miles by air. Mr. Johnson's friends all over the country can readily understand how he piled up this huge air mileage. The bromidic remark of "he should have been quintuplets" certainly applies to "Ed" Johnson. Very often he almost has to be in five widely separated places at the same time.



CAPT. KIDD IS A.B.T. MFG. CO. CONTRIBUTION

The A.B.T. Manufacturing Company has revived all the glamour of pirates of old and chests of gold in their popular payout tables, appropriately named Captain Kidd. The very name itself is enough to excite the interest and curiosity of the players.

Captain Kidd is A.B.T.'s sparkling contribution to the automatic payout game field. It has all the proven appeal of a three reel bell fruit machine. The playing results and the reward card have a certain similarity to the payoff awards of the old three reelers.

Hundreds of tests have proven that A.B.T.'s Captain Kidd is the ideal three ball payout. It is practically as fast as a one ball, yet the three balls make for a natural percentage control. Rewards can be more liberal. As there are more "almost" wins on a three ball payout the players do not tire, inasmuch as they get their money's worth every game. Then, too, operators will encounter fewer legal difficulties with the three ball payout.

The game itself instantly reflects all the care and attention that A.B.T. has put into it. The sturdy, handsome cabinet is richly finished. The playing field is highly colored, and is vividly decorated with romantic scenes. The board is cleverly pinned so that each hole looks easy to make.

The engineering department of the A.B.T. firm has devised an ingenious new assembly that is presented for the first time in the Captain Kidd payout table. The top board is mounted so that it slides right out of the machine. Thus, the operator has instant access to all vital mechanical and electrical parts as well as the batteries. This very important feature will prove invaluable to the operator as it reduces the time spent for servicing to an absolute minimum. The payout mechanical and electrical assembly is so constructed that they will be absolutely trouble-free in operation. The traditional A.B.T. high standard of quality has been carefully engineered so that the operator is assured of a pay table that will stand up and give profitable service for a long period of time.

In order to eliminate all gamble on the part of the operator, the A.B.T. Manufacturing Company had 300 games placed on test locations in three states over a period of

eight weeks. Thus Captain Kidd was thoroughly tested under varying operating conditions. The final check-up definitely proved, beyond a doubt, that the Captain Kidd three ball automatic payout was not a short lived game, but a steady, consistent, long time money maker. On practically every location gross receipts for the eighth week were even greater than the first, second or third.

EXHIBIT SALES REACH NEW HIGH

Sales reached a new high last week on Big Richard and Electric Eye, according to Leo J. Kelly, sales manager of Exhibit Supply Company. "Since we've cleared out all the bugs on Big Richard and replaced all games in the field with new improved Big Richards, operators have discovered for themselves that all the fine things we've been saying about this game, were 100 per cent correct, and consequently their increased demand for Big Richard has taxed our manufacturing facilities to the utmost.

"This week we started shipments on our Electric Eye with the new combination ticket and token payout mechanism. Operators in closed territory have been waiting for this ticket model for a long time and now they are getting them as fast as we can turn them out. This week, our new mystery gold award jackpot will be ready for delivery. This jackpot can be attached to all Electric Eye machines now in the field, and with this jackpot, giving extra awards of from \$100 to \$10, the increased money making power of the Electric Eye is easy to visualize. The splendid feature of the Electric Eye is its ability to change in keeping with territory conditions. If the territory is closed to awards, Electric Eye can be operated as a straight amusement machine. If check payouts are permitted, fill the payout tube and it is ready to go. For money payout, just remove the check separator. Check separator and special checks are furnished as regular equipment with all Electric Eyes. To change from checks or money, to ticket payout, takes but 60 seconds. Attaching the mystery gold award jackpot requires but a few minutes, and to remove this jackpot, even less time.

"Never before has there been such a versatile coin machine. No wonder then, that we are swamped with demands from everywhere to ship

immediately. Electric Eyes and Big Richards are having a big run. From all indications," concluded Mr. Kelly, "these machines will be taking top collections for a long, long time."

AUTOMATIC OPENS OKLAHOMA CITY OFFICE

Memphis, Tenn.—The Automatic Amusement Company, with general offices in Memphis, is opening its fourth office in Oklahoma City about May 25, according to S. L. Stanley, general manager.

The Automatic Company began its expansion in September, 1935, with the opening of the Fort Worth office under the able direction of Helen Savage who has proven to North Texas operators what Automatic service is really like. A few months ago the Houston office was opened with Rolfe Stanley as part owner and manager and already his large volume of business shows how well South Texas operators like Automatic service.

"One of the main features of Automatic service is the making of first deliveries of popular machines to operators regardless of expense involved in getting first shipments delivered into the territory," according to Stanley.

"Frequently we bring machines from factories to territory points by express in order to serve operators on time and in two instances we have rushed machines to delivery points by Air Express. The only extra charge for this service is our customer's goodwill."

The Oklahoma City office will be under the direction of C. G. Armstrong who is a native Oklahoman but who has been operating and selling machines in Eastern Tennessee for a number of years. Just recently he has spent considerable time in the Memphis office getting familiar with Automatic's outstanding policies so beneficial to the independent operator.

The Oklahoma City office and warehouse is located at 310 N.W. Second street in a modern building with plenty of parking space available and will be ready to give real Automatic service to operators at the time of receipt of the May issue of the AUTOMATIC WORLD.

The opening of additional offices in Dallas and San Antonio are in Automatic's immediate expansion program.

FENCE BUSTER, NEW BASEBALL GAME OFFERED BY GOTTLIEB

Chicago—If you had been in Dave Gottlieb's office the other day here is the proposition he would have put up to you:

"If you had your choice of being manager of a baseball team this season, who would you rather be? Charlie Grimm of the Cubs, Bill Terry of the Giants, in the National League; Mickey Cochrane of the Detroit Tigers, Walter Johnson of the Cleveland Indians, in the American League; Allen Sothoron of the Milwaukee Brewers, Donie Bush of the Minneapolis Millers, in the American Association; Alex Gaston of the Dallas Steers, or Ira Smith of the Houston Buffaloes, in the Texas League?"

Each one of the operators and jobbers who happened to be in the office at the time had a different answer. One said, "The Tigers are sure to repeat, Cochrane's a cinch to win." Another supported the Cubs, with "Charlie Grimm knows now what he needs to have a winning team and the Cubs will be right on top at the end of the season. One of the boys from down Texas way came through with plenty of praise for good old Ira Smith, manager of the Houston Buffaloes, who used to burn 'em across the plate in the big leagues. And leave it to Sam London of the Milwaukee Coin Machine Company to show he is a loyal ball fan by offering to back up his statement that, "Sothoron will take the Brewers to the top of the Association and keep them there."

The above discussion was coincidental with the advance showing of Fence Buster, Gottlieb's contribution to keeping America's national pastime before the pin-game playing public. Unlike any other baseball game, Fence Buster utilizes an entirely new playing principle. Instead of playing one ball game, as is the case in most games, Fence Buster carries you through the season as manager of one or more teams.

Insert a coin in the multiple coin slot and immediately the scoreboard lights up and flashes one of eight ball clubs with odds ranging from 2 to 1 up to 40 to 1, for finishing first, second and third. If however, the team is not the one of your liking and "hunch" to win, or if the odds are not satisfactory, another coin inserted will add another team and change the odds. Additional coins change the odds only. The teams

that can be managed are the Chicago Cubs, New York Giants, Detroit Tigers, Cleveland Indians, Milwaukee Millers, Dallas Steers and Houston Buffaloes.

For territories on certain locations where multiple coin slots are not permitted, Fence Buster may be had with the exclusive Gottlieb mystery single coin slot which works in the following manner. Inserting one coin into the slot will flash from 2 to all 8 teams on the scoreboard with odds ranging up to 40-1.

After playing Fence Buster equipped with both the multiple coin slot and the mystery single coin slot, those at the preview were heard to say: "There might be some doubt as to how the teams will finish in their respective leagues, but there's absolutely no doubt that Fence Buster will lead the league all through the season and come out in the end with championship money."

THREE SOCKIT GAMES IN SAME LOCATION

"Jimmy" Johnson, owner of the Western Equipment and Supply Co., received a most unique letter from a Texas operator. In part, the letter stated, "I took the first Sockit I received and placed it in this particular location, which was always a pretty fair spot for me. Well, sir, they just played the devil out of that Sockit machine and the machine stood up like a trooper. On one of my many collection trips to the machine, the location owner told me that I should put another Sockit machine in, in addition to the one I already had there because a lot of people had to wait too long and consequently would walk away without playing the machine at all. I took the location owner's advice and placed another Sockit in this spot. I just don't know how to tell you about it because I'm not very good at writing but after a few days the location owner expressed the opinion that he thought we ought to have another Sockit machine. Gee, whiz, although I was making more money from these Sockit machines than I ever did out of any other table games before, I hesitated about putting a third one in. I just didn't think it was good business. Well, to make a long story short, I did put the third Sockit in. To tell you that all three Sockits are busy every minute of the day would be a gross exaggeration. However, all three Sockits are going great guns in this

spot and, Mr. Johnson, that game is well named because I'm sockin' plenty away. I just thought that I'd write to you and let you know what a great game you're making."

Sockit is a most unusual game. Beautifully designed and decorated with colorful baseball figures, this new Western automatic payout table has no plunger. As the player inserts his coin, a steel ball is automatically pitched. The player swings a miniature bat by turning a baseball handle. If the player bats the ball into Sacrifice, Single, Double or Homer, Sockit automatically pays out as high as \$1.50. The Western Equipment and Supply Company is making same day delivery on all orders for Sockit.

RECORD FOR CONTINUOUS PLAY BROKEN BY DAILY RACES

Chicago—Attention, Mr. Ripley—Believe it or not—here's one for the books. Whatever the record was for continuous play on a pin-game, it has been shattered. The new record is now 19 hours of continuous, uninterrupted play on Daily Races, Gottlieb's one ball payout sensation.

And as Mr. Ripley stands ready to offer proof for everything he says, Dave Gottlieb offers the following as the basis for the establishment of the new record.

"Last week," said Dave, "one of the operators from Indiana was in our office and told us this story. Two traveling salesmen checked in a hotel which happened to be one of his locations. After registering, they started to play Daily Races in the lobby at 11:30 a.m. Saturday morning, May 2. Attention was immediately attracted to the pair and after they had been playing steadily for several hours the watching crowds became larger and larger. The lobby of the hotel looked like the coin machine convention. The two men were playing in partnership and one would hold the fort while the other would eat.

When asked why they had played Daily Races for such a long time at one stretch the men are reported to have answered, "In the past we thought nothing of staying up all night at a card game but since we've found this game to be much more interesting than cards, it's just natural for us to change to playing this game."

COCOANUTS ARE COMING!

The editor of AUTOMATIC WORLD can vouch for this fact, because Jimmy Johnson of Western Equipment and Supply Company of Chicago sent the WORLD a large cocoanut in its original husk.

The cocoanut was not boxed, but the gummed shipping tag was put on the husk itself, and it was sent by regular parcel post.

A letter announcing the production of Cocoanuts, new game being manufactured by Western Equipment and Supply Company, was received several days ago, but imagine our surprise when a "real live" cocoanut did arrive.

BENARD BECKER MARRIES MISS CHWATT

Miss Kate Chwatt became the bride of Mr. Bernard Becker on Saturday, May 9, in New York City. The ceremony and reception was held at Trotsky's and was attended by a large number of their friends.

Mr. Becker, who is in charge of the showroom of the International Mutoscope Reel Company, has a genial personality which has helped to make friends for Mutoscope. Upon his return from his honeymoon, he plans to concentrate his efforts in the promotion of the Photomatic, in which he has great faith.

Unfortunately, while touring on their honeymoon, Mr. and Mrs. Becker were in an automobile accident in Youngstown, Ohio. Luckily, neither the bride nor bridegroom was hurt, but their car was very badly damaged.

Congratulations and best wishes!

PLANS SET FOR FRENCH SHOW

Rene Godin, editor La Revue de L'Automatique and manager of the French Coin Machine Show, announces that plans are completed and that a much larger number of exhibits and a larger attendance than last year is in prospect.

The show is to be held at the Hotel Continental, May 25 to 28 and that as early as April 22, 62 booths had been reserved. From all parts of France and all European countries have come requests for entrance cards, as a special card will be required.

The banquet will take place on the evening of the 27th at the Hotel Lutetia.

The British Association Manufacturers and Operators Society has informed M. Godin that they have prepared an official visit to the show. American manufacturers have inquired about exhibitor's space, but at that time none had made reservation.

OKLAHOMANS WANT ONE BALL MACHINES

Oklahoma City, Okla.—City shopkeepers have launched a mail campaign urging the mayor and city council to reinstate one-ball marble boards, it was revealed at the city hall.

Mayor Martin and W. A. Henderson received three letters each from storekeepers, urging repeal of the ordinance outlawing the boards.

The letters pointed out that the boards enabled their operators to pay rent on their shops, that they were business stimulators and that loss of the boards had crippled business.

Manager Miller of Miller Novelty Company, has just returned from a profitable trip through Arkansas, Louisiana, and Texas, and is enthusiastic over the fine condition of business at present.

Miller Novelty recently disposed of its entire line of musical instruments and equipment to Harry Carson, 80 East drive, Oklahoma City.

GOTTLIEB TICKET GAMES NOW READY FOR DELIVERY

Chicago—In an announcement from the offices of D. Gottlieb & Co., Dave Gottlieb said that the ticket models on Daily Races, Fence Buster and Brokers Tip are now ready for immediate delivery. Ticket games are equipped with Gottlieb's multiple coin slot chute and the new, sensational mystery single coin slot.

"The introduction of ticket models for Daily Races, Fence Buster and Brokers Tip," said Dave, "came as a result of many requests from jobbers and operators. There are many locations where ticket games are 'naturals.' By making these games in ticket models we have taken three of the most outstanding games of the season and made them available for these locations. The combination of action, drawing power and the appeal of ticket models will exceed the 'take' of any past game."

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GET YOUR BLOOD TEST AUTOMATICALLY

The builders of vending machines have a new gadget on the market this year says the Mt. Vernon Argus, of Mt. Vernon, Washington. For a dime you can have your blood pressure taken by a slot machine that is not subject to human error. You roll up your sleeves and buckle the strap around your arms. Then you drop the coin and read the news.

If the reading is above or below normal, the patient is given frank advice, such as "take it easy," "cut out the cigarettes," "take more exercise," or "a little more sleep will fix you up."

**4 CENTS
A WORD**

WANT ADS

**CASH
WITH
COPY**

FOR SALE: OLD ESTABLISHED SUCCESSFUL operating, jobbing business in Oklahoma where possibility venders and automatic marble tables will be legal in next ninety days. All present equipment in operation. Will sell complete business including machines, office and shop equipment, trade name and good will for cash. Reason for selling, ill health. Box M, Automatic World.

TIT-TAT-TOES, USED ONE WEEK, \$15.50; I. O. U. Dice, \$6.00; Jumbo, \$40.00; DeLuxe 46, \$35.00; Flash, Automatic Coin Slot, \$20.00. Many other bargains in coin operated machines, also percentage regulators, 75c each, \$7 per dozen. Miller Novelty Co., P. O. Box 826, 1203 N. W. Second St., Oklahoma City, Okla.

GREAT OPPORTUNITY: EXPERIENCED merchandise vending machine route salesmen, financially able to get sample outfit, travel and appoint NEW operators of entirely NEW combination 1c and 5c bulk vender. Elaborate national set-up. Fair price. Liberal commission. Address Sales Manager, Room 503, 305 W. Fort Street, Detroit, Michigan.

DIGGERS FOR RENT—LARGE DIGGER Merchandise Concern will rent to reliable operator all types of Diggers anywhere in America on a straight or profit sharing basis **NO INVESTMENT REQUIRED**, but applicants must furnish best reference and have good territory. Air Mail applications. Box C, Automatic World.

MAILING LISTS, NEWLY COMPILED OF buying operators and jobbers from coast to coast, by states, arranged alphabetically. 2,500 names, \$5; 5,000 names, \$9; 7,500 names, \$12. Our lists up-to-date, accurate because of regular mailings. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill.

BARGAINS LIKE BRAND NEW. JUMBO Tickets, \$56.00; Jumbo Cash, \$48.00; Prospectors, \$42.00; Jennings Kentucky Derby and Flying Turf, \$30.00 each. Jennings Visible Sportsman, \$12.00 each. Every machine guaranteed perfect. Prompt delivery. Charles Pittle, 79 Beetle St., New Bedford, Mass.

WE FURNISH ALL TYPES OF TOKENS or Checks for pin games and payout tables, slot machines, etc. Mailing Lists compiled, Coin Counters, Name Plates. Write for circulars and samples. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill.

24 RECORD SELECTIVE GABELS, AT- tractive streamline cabinets, Webster Pickup and Amplifier like new. Latest serial numbers. \$124 each complete with records. Capitol Automatic Music Co., 460 W. 34th. St., New York City.

PENNY AND NICKEL ALUMINUM TUBE Coin Counters, Stacks, counts, make wrapping easy. Fits pocket. 1c or 5c size. \$1.00 each, postpaid. Supreme Products Co., 333 North Michigan Ave., Chicago, Ill. (Reg.)

40 1c POOL SKILL COUNTER GAMES, \$3.50 each; 10 A. B. T. Pool Tables, 1c play, counter size, \$15.00 each. Condition, A-1. These get plenty of pennies. Banner Sales Co., 121 E. 6th. St., Perrysburg, Ohio.

COUNT PENNIES AND NICKELS? PRESTO Coin Counter counts and stacks 100 pennies, also stacks nickels. Fits pocket. \$1.50 each postpaid. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill. (Reg.)

2 PUT 'N TAKE, \$8.50 EACH; 2 GOLD Rush, \$8.50 each; 2 Stampede, \$12.50 each; 2 Prospector, \$17.50 each; 2 Do or Don't, \$8.50 each, and 1 Ace, \$10.00. NATIONAL MUSIC CO., 915 Texas St., El Paso, Texas.

FOR SALE: ONE HUNDRED MILLS TEN Grand's, like new, \$67.50 each. Half cash, balance C. O. D. Yendes' Service Co., 1813 W. Third St., Dayton, Ohio.

3 PROSPECTORS, \$17.50 EACH; 2 ACE, \$10.00 each; 2 Put 'n' Take, \$8.50 each; 1 Gold Rush, \$8.50; 1 Do or Don't, \$8.50; 3 Sportsman, visible coin chute, \$15.00 each. NATIONAL MUSIC CO., 1381 Butternut St., Abilene, Tex.

WANTED—TRADE IN YOUR OLD SLOT machines for new or used equipment. Give full information in first letter. Marion Company, 564 West Douglas Ave., Wichita, Kansas.

WANTED: MILLS BLUE FRONTS, ANY amount, 5c, 10c or 25c. Badger Bay Company, Northwest's Largest Distributors, Green Bay, Wisconsin.

WE BUY ANYTHING IF THE PRICE IS right and pay spot cash. Slot machines Paces Races, One Ball Tables, etc. Charles Pittle, 79 Beetle St., New Bedford, Mass.

FOR SALE: ONE HUNDRED MILLS TEN Grand's, like new, \$67.50 each. Half cash, balance C. O. D. Yendes' Service Co., 1813 W. Third St., Dayton, Ohio.

FOR SALE: REAL BUY, 2 SEEBURG SE- lectophones, A-1 shape, \$120.00 each. Both for \$235.00. I. K. Levy, Box 395, Corsicana, Tex.

TRY

an Automatic World
Want Ad

Results Assured

BALL GUM

Watta Polish

ALL SIZES FLAVOR THRU and THRU PERFECTLY ROUND

Protective Packing

AMERICAN CHEWING 128 Mt. Pleasant

PUT 'N TAKE

400 Holes	Form 3875
Takes in	\$15.00
Average payout	\$ 7.54
Price with Easel	\$ 1.10

Plus 10% Federal Tax

CHAS. A. BREWER & SONS

Largest Board and Card House in the World

6320 Harvard Avenue

Chicago, U.S.A.

PUT 'N TAKE

JACK

Jack Pot Pays
50¢
\$2 50
\$5 00

POT

Jack Pot Pays
50¢
\$2 50
\$5 00

TICKET MARKED "PUNCH IN JACKPOT" PUNCHES ONCE HERE

PUT

1¢
2¢
3¢
4¢
5¢

TAKE

5¢
10¢
25¢
50¢
JACK POT

LAST PUNCH IN EACH SECTION RECEIVES ONE PUNCH IN RED JACKPOT TOP



NEW YORK

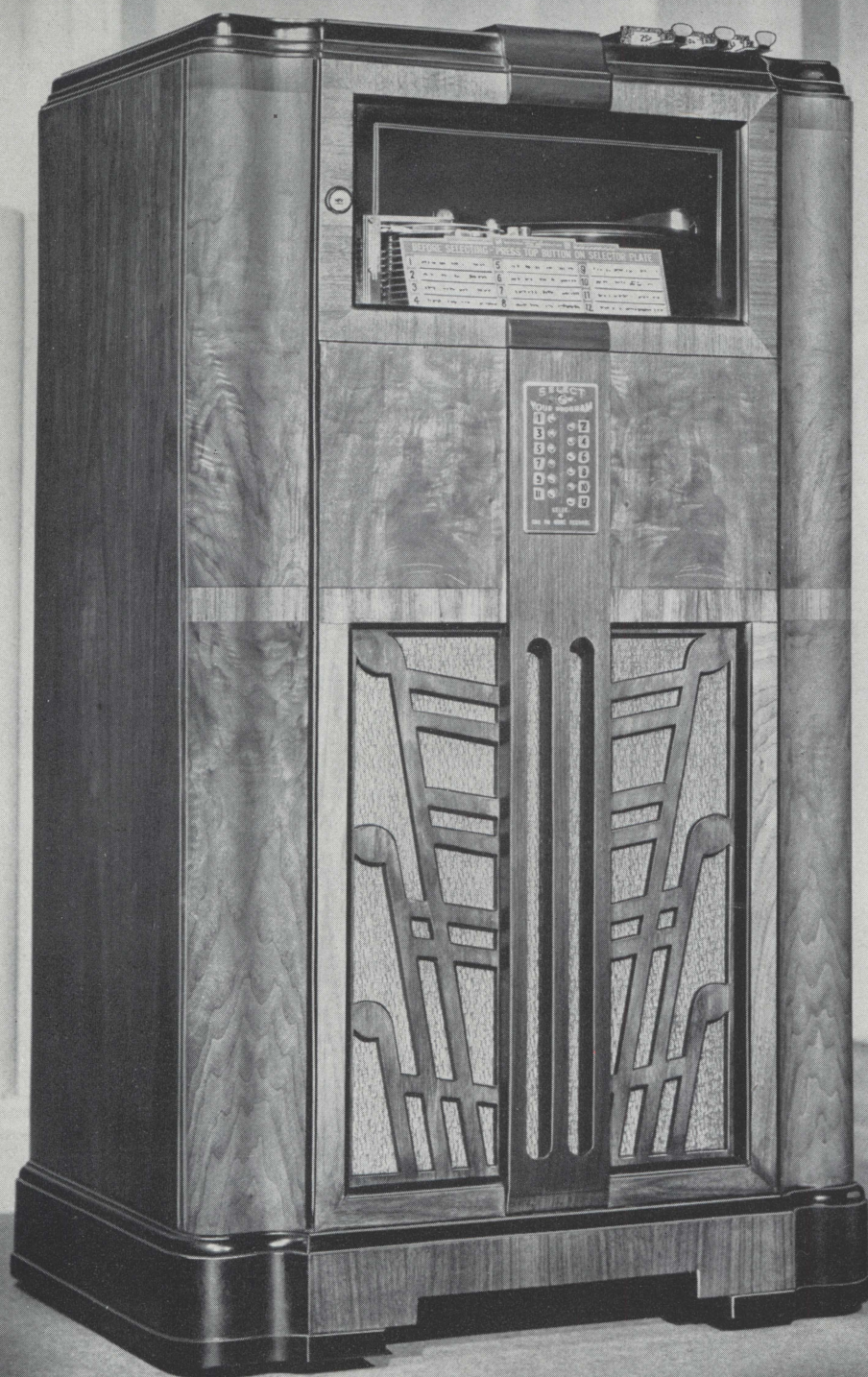
CHICAGO

DALLAS

LOS ANGELES

THE BEST
THERE IS IN
MUSIC!



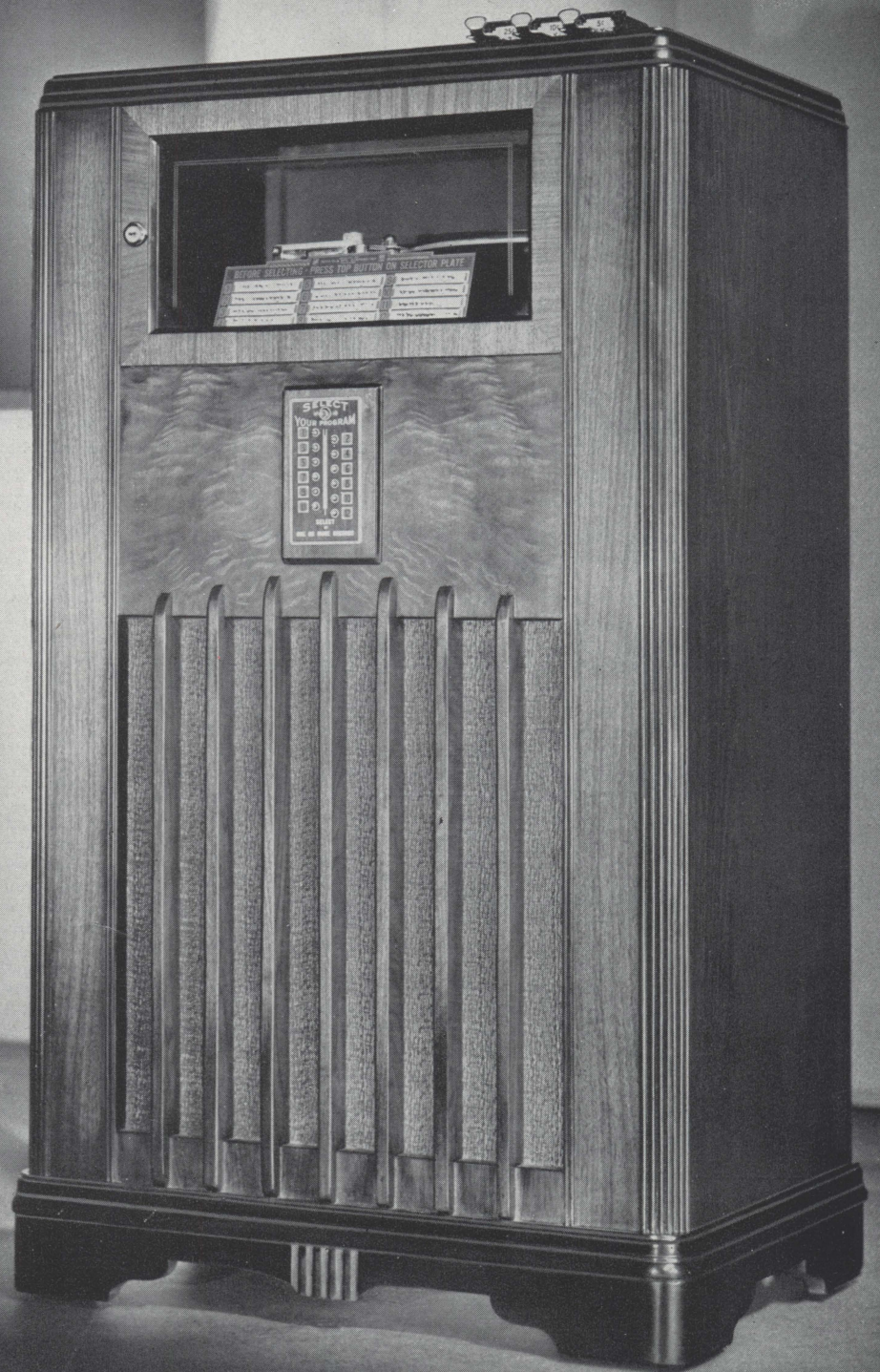


the Rock-Ola Regular



most dependable instrument in the business. It is a job of real quality. Rich in every line. Distinctive. Outstanding. And it gives you every modern operating advantage. For example, it gives you the great multi-selective feature. The record chamber is alive with color. The tone is smooth and powerful. Unquestionably, the **ROCK-OLA REGULAR** is an instrument that never lets you down, always stands by you, and is a *regular* from the word go.

Experienced music operators recognize the **ROCK-OLA REGULAR** as being the



The most popular low-priced musical instrument in America is the **NIGHT-CLUB**! No other machine can touch it for price. And yet, the **NIGHT-CLUB** is swanky enough and smart enough to step out and go places for you. It is a silk topper at work-shirt prices. The **NIGHT-CLUB** makes a perfect phonograph for any location but, especially, for places that do not require quite so fine a job as the **ROCK-OLA REGULAR**. And to judge by the stream of repeat orders, the **NIGHT-CLUB** is one of the fastest-selling products in the industry.

the Night-Club

HIGH NOTES

of two grand phonographs

The business of operating phonographs requires instruments that are simple and yet efficient. Hundreds of pages could be written, detailing the superior mechanical points of the Rock-Ola Multi-Selectors. However, the following major facts are sufficient to prove that Rock-Ola phonographs are the kind of phonographs you can easily and profitably operate:

Cabinets by Rock-Ola: All built in Rock-Ola's own huge, modern woodworking plant. In design and finish they are rich . . . beautiful . . . eye catching. Built with only extra heavy kiln dried lumber. Finished in smart combinations of walnut veneers. Hand rubbed to give a permanent, silken finish.

Perfect Size: Easy to handle. Takes little floor space. Dimensions —51 inches high, 29 inches wide, and 21 inches deep. Shipping weight, 290 pounds.

Alive with Color: The most fascinating light-up effects ever designed! The background in the upper compartment has a striking array of color, interspersed with silhouettes of dancing girls. This display can be illuminated even when the machine is not playing.

12-Record Multi-Selector: Permits the selection of any one record or a complete program. Plays consecutively if no selections are made. Selector panel is richly colored and illuminated. Just press the proper buttons and . . . presto . . . the chosen selections will play. Entirely mechanical . . . cam operated. There are no clutches. No adjustments.

Positive Mechanically Driven Trays: Mechanical delivery and return of each record tray is sure and positive. No springs are necessary in this type of construction.

Less Parts: ROCKOLA Multi-Selectors are known everywhere as "the phonographs with the simplest mechanism." Rock-Ola engineers have eliminated all unnecessary parts. That's why, when you take off the back door, it all looks so very simple! There is nothing to jam. Nothing to wear out!

One Positive Cam Movement: The entire changer mechanism is controlled by a single cam assembly. Simple . . . nothing to get out of adjustment. The cam is worm-driven by a V-belt from the power motor. Both cam and worm gear are of tough metal, instead of fragile bakelite or composition.

Dual Motors: Control motor is designed for the changing of records only, while the turntable motor is specially designed to give a 100% noiseless, smooth, even-running turntable. Regardless of voltage variation, the turntable always runs at the same even speed. Dual-motors eliminate the need for clutches and other unnecessary parts. The Dual-motor feature is one of the outstanding ROCKOLA points of superiority!

No Vibration: By the scientific use of rubber mountings and insulation throughout the ROCKOLA Multi-Selector, all the vibration usually found in ordinary phonographs is eliminated. This insulation, combined with the use of Dual-motors, is greatly responsible for the perfect tone quality.

Micro Sensitive Switches: The use of the famous Burgess Micro Switch, known and respected by experienced music operators the country over, is an example of the high quality of every part of the ROCKOLA Multi-Selector. There can never be burning or sticking of contact points in the use of this switch.

Record Tripping Switch: Found exclusively on ROCKOLA Multi-Selectors! Prevents the continued playing of one record by moving the tone arm over again, after it has played part of the record. You get one full record of music—no more! Ruggedly built. Simple. No hair-trigger adjustments.

Super Fidelity Tone: Rich . . . clear . . . deep . . . and powerful. True, perfect tone quality! The only automatic phonograph to have an isolated tone chamber . . . full floating speaker baffle . . . exclusive crystal pickup . . . permitting true, lifelike, full-range reproduction of every type of recording. Outside volume control. Inside tone control.

Lightweight Crystal Pickup: Doubles the life of your records and needles. Weighs only 3 ounces. Has no moving parts. It is hermetically sealed in a Bakelite case. Not affected by dampness, dust, salt air, or other weather conditions. Guaranteed unconditionally for one year. Recognized by experts as the last word in pickups. Pioneered by Rock-Ola.

The Rockola Amplifier: Output is 15 clean, undistorted watts. It is by far the simplest and most efficient amplifier, of similar output, ever produced. This is due mainly to the use of the new 6B5 tube, pioneered by Rock-Ola a year ago, and since universally accepted by the radio industry as the best output tube ever designed. The amplifier is equipped to handle extra speakers.

Rockola Speaker: Extra-size, heavy duty 12 inch speaker. The finest money can buy.

Full Floating Baffle: An exclusive Rock-Ola feature! The ROCKOLA speaker is mounted on a heavy, plywood baffle board which is floated on an ingenious webbed mounting assembly, completely separating the speaker and baffle unit from the cabinet. This full floating construction eliminates all cabinet noises and vibration, and assures perfect undistorted music.

Multiple Coin Chute: Takes nickels, dimes, and quarters. It is conveniently located on top of the cabinet where anyone can see it, and where it is easily accessible. The most efficient and simple chute of its kind. Monarch style.

Special Colored Cabinets: Choice of Empire Green, Mulberry, or Chinese Red at small additional cost.

Special Current: Standard models operate on 110 Volt, 60 cycle A.C. Available for D.C. at small additional cost.

It is no secret that the ROCK-OLA REGULAR and the NIGHT-CLUB are the two best selling musical instruments in the coin machine industry. This means that, despite mass production, prompt shipment can be made only on orders promptly received. For this reason, it is advisable to write, wire, phone, or come in today!

ROCK-OLA MANUFACTURING CORPORATION

800 NORTH KEDZIE AVENUE, CHICAGO, ILLINOIS, U. S. A



The best there is in music

REMEMBER THE ALAMO

*for the biggest event
in Texas history*



ROCK-OLA'S AL

..with multiple



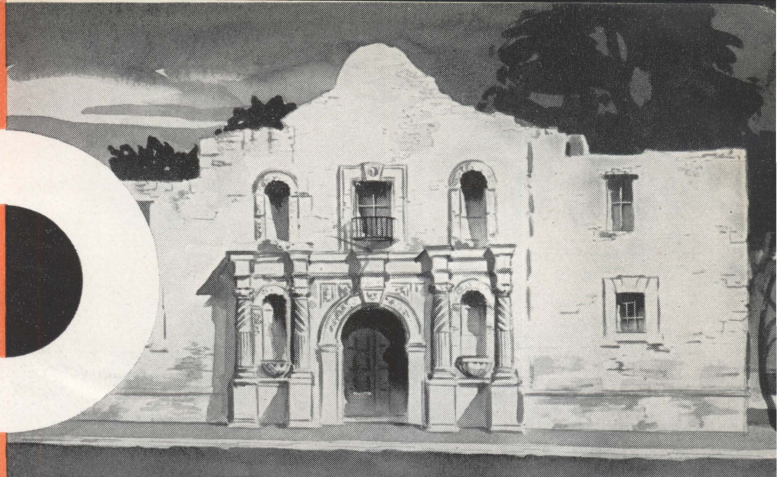
\$149.50

INCLUDING ROCK-O-PAC

MINT VENDOR TICKET UNIT

\$10.00 \$10.00

ALAMO



**chute.. ticket unit.. new pay unit.. mint vendor
changeable odds.. 50 inch cabinet.. and \$10.00 top award!**

There comes now on the coin machine scene a superb new table. A table new in idea. New in design. New in mechanical make-up. And new in money-making ability. It is a table that towers above everything else ever beheld by human eyes. It is the best money can buy.

This table is a one-shot engineered by Rock-Ola. A one-shot styled by masters. It is the most important new table in the business today. Its appeal is so powerful, so dynamic, that no shrewd operator will allow a single fact or detail to escape him.

Just turn your imagination loose on a table with all these magnificent features: multiple coin chute that plays 5 coins at a time . . . escalator showing last 5 coins played . . . equipped with Rock-O-Pac . . . automatic change-over from Rock-O-Pac to batteries or vice versa . . . changeable odds . . . \$10.00 top award . . . \$8.00 pocket . . . Battle of Alamo sound effects . . . mint vender and ticket unit if desired . . . in-a-drawer mechanism . . . side door inspection . . . 50-inch cabinet . . . lights . . . colors . . . and a money capacity that can net you \$40.00 a day!

That, gentlemen, is ALAMO. And ALAMO is this country's new winner. The accepted favorite in every territory, in every state, everywhere.

ALAMO has captured the imagination of the American public. ALAMO'S play-idea has the fascination of magic itself. Instead of the ordinary layout, the 5

pairs of pockets are arranged in one row across the bottom of the field. The new 1 $\frac{1}{4}$ -inch Cateline Ball comes dodging down the field. As it rolls over each switch the odds increase. From a dime up to ten dollars. To win, the ball must go in a lighted pocket. Each coin lights one pair of pockets. The chute takes from one to five coins. The five coins light all the pockets. That's 25c a game instead of the usual nickel. With these facts you can easily figure for yourself the tremendous profit possibilities of ALAMO.

Of course, it's all up to you. You can chase rainbows or climb mountains. You can cross the ocean or fly to the moon, if you like. That's your affair. But you won't find anything that can touch ALAMO. Not even if you turn the town upside down and inside out. And that goes for all of them. Without exception!

ALAMO, gentlemen, is no ordinary table. Please understand that. ALAMO is a true masterpiece. The one-shot. So make no mistake. Waste no time. ALAMO is too important a table. It means too much to you. The stakes are the greatest in all coin machine history. To act quickly is to act wisely. So determine now to reach out for your share—to top the boys on your home grounds.

\$40.00 a day is not hard to take. That's \$1000 a day on 25 ALAMOS! Better write, wire, phone, or call at once. This is one case that calls for immediate action!

ROCK-OLA MANUFACTURING CORPORATION

800 NORTH KEDZIE AVENUE

CHICAGO, ILLINOIS, U. S. A.

ROCK-OLA'S ALAMO WITH THE 6-GUN



SOUND EFFECTS AND THE \$10.00 TOP!

A triumph!

You hear a lot about triumphs these days. You read a lot of grand words in the advertisements. What follows, however, is not an attempt to reproduce the dictionary. It is plainly and simply a statement of facts:

ALAMO'S 50 inch cabinet has the strength of steel and iron. It actually is steel lined. The costliest, strongest woods are used in its construction. The legs, for example, are double-bolted. The design and color are works of superb artistry. **ALAMO'S** cabinet has all the flash and quality of a \$500.00 table.

ALAMO'S mechanism is a finished job. Tried, tested, and proved. There are no if's, and's, or maybe's about it. **ALAMO** is scientifically built. You can depend on it every day of the week, every week of the month, and every month of the year. **ALAMO** delivers all-year dependability.

Its **multiple-escalator coin chute** is the neatest thing imaginable. The chute, which is rubber-tipped, takes up to five coins at one time. Every coin shows!

The **Rock-Ola Pay Unit** has become recognized as the finest there is. All the hocus-pocus has been left out. It is 100% clog-proof. It's impossible for a coin to wedge or clog the chute. It is adjustable and can be set to fast, slow, or medium speed. Its coin detector spring is like a magic hand—it selects

and separates the coins, assuring you of the correct payout every time.

The **Mint Vendor** can be put on or taken off in a few minutes. It vends on money only, not checks. What's more, the **Mint Vendor** is positive in operation.

ALAMO gives you **101 other features**. There are, for example, its automatic change-over from batteries to Rock-O-Pacs. Its changeable odds. Its super tilting device which automatically rings a bell and warns the location owner. Its in-a-drawer mechanism with a special side door for inspection purposes. And its built-in light panel.

Example after example can be given. **ALAMO** is a game of many money-producing features. Space, however, does not permit a complete listing. But you have enough here to recognize a master job from coin chute to cashbox and back again. At \$149.50, you are getting a job that will pay for itself in 4 to 5 days. You are getting the finest table of all time. The boss of the lot. There is going to be a steady, endless demand for **ALAMOS**. And deliveries are bound to fall behind in a short time. So better think fast and act fast. Step up now and write your ticket for \$40.00 a day profits!

The New Ticket Unit

ALAMO'S ticket unit is by far the best in the business. A full year ahead of present day units. Its scissor-type knife will last the lifetime of the machine. There are no replacements, no re-sharpenings, no extra labor. And that's not all. The **Rock-Ola Ticket Unit** is jam-proof. There is nothing to catch, bind, or clog the unit. Every ticket comes out clean and quick, without hitch or halt. **ALAMO** can be had with or without the ticket unit and is so equipped that any operator can install the ticket unit whenever desired. The **Rock-Ola Ticket Unit** is the ticket unit for today's operating conditions!

ROCK-OLA MANUFACTURING CORPORATION

800 NORTH KEDZIE AVENUE, CHICAGO

PRINTED IN U. S. A.

Remember the Alamo



for PROFITS!

HOLLYWOOD

POSITIVELY THE

best

at the **LOWEST**
PRICE

A perfect one-shot table

HOLLYWOOD is PERFECT! Perfect in every respect. In appeal . . . fascination . . . pulling power . . . nothing can touch it. HOLLYWOOD'S Star Award Panel is one of the greatest pay table ideas ever conceived. HOLLYWOOD'S flash and color out-shines anything else in the business. Its perfected sure-fire mechanism can't be beat at any price. **HOLLYWOOD is absolutely the best table at the lowest price!** Write that down, and don't forget it. Wise operators know it. And they're cleaning up! They're way ahead of the crowd. They're spending less money for HOLLYWOOD—and making bigger profits! Try it yourself. See your Rockola-Distributor today—right now!

Manufactured by:

ROCK-OLA MFG. CORPORATION

800-876 North Kedzie Avenue

Chicago, Illinois, U.S.A.

DISTRIBUTED BY

ELECTRO
BALL CO., Inc.

Main Office—1200 Camp Street

Dallas, Texas

BRANCH OFFICES

Fort Worth,
Texas

Waco,
Texas

New Orleans,
Louisiana

San Antonio,
Texas

Wichita Falls,
Texas

Oklahoma City,
Oklahoma



\$89.50
1 OR 100

ROCK-OLA'S TOTALITE!

*with the
score-
keeping
register!*

TOTALITE has every feature operators want in a pin table!

- ★★ FAST PLAY—5 lively balls!
- ★★ EXCITING ACTION—balls shooting over an elevated runway . . . rolling over score-increasing switches . . . score instantly showing up on clever light-up panel!
- ★★ REAL LIGHT-UP APPEAL—Score automatically totalled and flashed before the player at all times! He simply shoots—TOTALITE does the rest.
- ★★ SIMPLE, EFFICIENT MECHANISM—Perfect . . . smooth . . . sure . . . the best in the business!

★★ HEAVY, STEADY EARNING POWER—TOTALITE has it! The play is fast. Earnings are quick. And the appeal is lasting—with steadily increasing profits!

★★ Add to all this TOTALITE'S new special cheat-proof score-keeping register that shows you the exact number of winners and amounts!

MANUFACTURED BY
ROCK-OLA MFG. CORPORATION
800-876 North Kedzie Avenue
Chicago, Illinois, U.S.A.



\$49⁵⁰

Special Score-
Keeping Register
\$5.00

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